NBC TRADE NEWS
A SERVICE OF RCA

March 1, 1956

IMPRESARIO S. HUROK, NBC CONSULTANT, OFF
ON EXTENSIVE TALENT HUNT THROUGH EUROPE

S. Hurok, internationally famed impresario, left Idlewild Airport, New York, yesterday (Wednesday, Feb. 29) for Europe on a talent hunt. Mr. Hurok, NBC consultant who presented the Sadlers Wells Ballet performance of "The Sleeping Beauty," as well as the recent "Festival of Music," both colorcast on NBC-TV this season, will seek further attractions for future programming on the network.

The producer will visit London, the Scandinavian countries, Russia, France, Italy, Holland and Spain for several weeks. In Moscow, Mr. Hurok will explore with Soviet officials the possibilities of a wider cultural exchange between the United States and Russia.

He will also make final arrangements for the forthcoming visit to Russia of violinist Isaac Stern, one of the stars of "Festival of Music." Mr. Stern will be the first American concert artist to visit the Soviet Union in 11 years.

-----o-----

NBC-New York, 3/1/56

Digitized by the Internet Archive
in 2019 with funding from
University of Maryland College Park

https://archive.org/details/nbctraderelease1956nati_1

NBC TRADE NEWS
A SERVICE OF RCA

March 2, 1956

DAVE GARROWAY SIGNS NEW LONG-TERM CONTRACT WITH NBC

Dave Garroway has signed a new long-term contract with the National Broadcasting Company, it was announced today by Thomas A. McAvity, Vice President in charge of the NBC Television Network.

The new agreement provides for Garroway's continued services on NBC-TV's "Today" and "Wide Wide World" and NBC Radio's "Monitor," as well as other programs mutually agreed upon by the performer and the network.

Garroway joined NBC in 1937 as a page in the network's Guest Relations Department. In 1939 he became an announcer at WMAQ, the network's owned radio station in Chicago. After serving in the Navy in World War II, he returned to WMAQ, where he conducted a record program. His easy-going, relaxed style became known to televiewers across the country in 1948, when he was first starred in NBC-TV's "Garroway at Large," one of the most popular and individual programs of early TV days.

In January, 1952, Garroway came to New York as the star of "Today," the network's pioneering early morning news and special events television program.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA

JAMES NELSON NAMED MANAGER, PROGRAMMING, OF NBC-TV's "PROJECT 20" SERIES

FOR RELEASE MONDAY A.M., MARCH 5

James Nelson, assistant to Sylvester L. Weaver Jr., Chairman of the Board of the National Broadcasting Company, has been named Manager, Programming, of NBC-TV's large-scale "Project 20" series by its producer, Henry Salomon.

One of the most ambitious undertakings in television, "Project 20" will represent a composite drama of the 20th Century. "The Twisted Cross," upcoming "Project 20" program to be televised by NBC on March 14, is the third program in the series. Others have included "Nightmare in Red" and "Three, Two, One--Zero."

Mr. Nelson joined NBC in 1942. He was named assistant director of advertising and promotion in 1945, and two years later was appointed director of advertising and promotion for the network. In 1954 he became assistant to Mr. Weaver, then President.

Last September, Mr. Nelson represented this country's broadcasting networks at the UNESCO meeting of experts called to promote international cooperation between films and television in Tangier, Morocco.

He is married, has three children and lives in Rumson, N.J.

-----o-----

NBC-New York, 3/2/56

-609

NBC OWNED STATIONS DIVISION

News

March 2, 1956

JOHN WANAMAKER, PHILADELPHIA, SIGNS 13-WEEK "WINDOW" CONTRACT;
SHOPPING NEWS PROGRAM NOW HAS FOUR SPONSORS IN THREE CITIES

John Wanamaker, leading Philadelphia department store has signed a contract to sponsor "Window" it was announced today by Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales.

This brings the number of "Window" sponsors on the NBC Owned Stations to four. The program is currently seen in New York and Washington, D.C.

Wanamaker's 13-week contract for "Window" will be effective March 19. The program will be seen over WRCV-TV, the NBC Owned Station in Philadelphia on Monday, Tuesday, Thursday and Friday at 2:55-3:00 p.m. and at 2:25-2:30 p.m. on Wednesday. WRCV-TV's weather girl, Judy Lee, will be hostess. The contract was placed by Frederick Yost, sales promotion manager of Wanamaker's, through the Richard A. Foley Advertising Agency.

"Window," a five-minute shopping news program in which informative editorial material and merchandise are featured, is now seen in New York over WRCA-TV under the sponsorship of Gimbels and Bergdorf Goodman. It is sponsored in Washington, D.C. by the Hecht Co. over WRC-TV.

-----o-----

March 2, 1956

"PRINCETON '56," 13-WEEK NETWORK SERIES, WILL DEAL WITH MAJOR DEVELOPMENTS IN NATION'S INTELLECTUAL LIFE

The major developments which have taken place in this country's intellectual life in the past half-century are the subject of a series of 13 telecasts NBC is launching in cooperation with Princeton University. The program title: PRINCETON '56.

The newly filmed series will run from Sunday, March 4, through Sunday, May 27 (2-2:30 p.m., EST, network except WRCA-TV,

(more)

DOUBLE SHAKESPEARE TREAT

Rare is the occasion when two major Shakespeare productions are colorcast within eight days of each other. Such will be the case when Sir Laurence Olivier's latest film, "Richard III," is given its American premiere on NBC-TV Sunday, March 11, in a special three-hour telecast from 2:30 to 5:30 p.m., EST. Maurice Evans' mirthful production of "The Taming of the Shrew" will be seen "live" the following Sunday, March 18, 4-5:30 p.m., EST, with Evans, Lilli Palmer and Diane Cilento in the three principal roles.

which is already carrying the program (6-6:30 p.m., EST, on Saturdays). Subtitled "Perspective at Mid-Century," the survey will be split into three categories -- the arts, the natural sciences, and the social sciences -- with four telecasts devoted to each and the 13th being a summing-up of the whole. The format will be a blend of informal conversation, reading and visual aids (including choreography). The participants will be drawn chiefly from Princeton's faculty.

The artist in America (with particular stress on the writer) will be the theme of the first four telecasts, planned by Prof. Carlos H. Baker, chairman of Princeton's Department of English, in collaboration with faculty associates. In "Man against the Sky" (March 4). Baker and Prof. John Merrill Knapp, of the Department of Music, will consider American literature from 1906 to 1918. In "The Wastelanders" March 11, Baker and Prof. John William Ward, of the Department of English, will look at American literature from 1919 to 1929, with special emphasis on T.S. Eliot's "Wasteland" and "The Hollow Men" and F. Scott Fitzgerald's novels and short stories.

In "The Age of the Wanderers" March 18, Baker and Ward will cover American literature during the years 1930 to 1939. In "The Age of Anxiety," Baker and Prof. Alan Seymour Downer, of the Department of English, will look at American literature in the years since 1940.

(more)

The second group of telecasts, dealing with the natural sciences, will take up, in turn: (1) order and timing in living things, (2) man's continuing conquest of the air, (3) man's dependence on natural resources, and (4) the atom in the changing world of science. The third group, dealing with the social sciences, is now on the planning board.

Richard Heffner is the producer, James Elson the director and Steve Krantz the executive producer. (Note: The series started locally over WRCA-TV, Saturday, Feb. 11.)

-----o-----

NBC-New York, 3/2/56

CREDITS FOR 'UNCLE JOHNNY COONS' SHOW ON NBC-TV

TIME:	NBC-TV, Saturdays, 11:30 to 12 noon, EST.
STAR:	Johnny Coons
FORMAT:	Uncle Johnny shows and narrates old-time comedy movies, occasionally donning costumes in keeping with the situation.
PRODUCER:	Bill Newton
DIRECTOR:	Phil Bodwell
WRITER:	Ray Chan
ORGANIST:	Adele Scott
THEME SONG:	"Uncle Johnny Coons Song," an original
ORIGINATION:	NBC, Chicago
STARTING DATE:	March 3, 1956
PRODUCTION:	CNC Productions, Inc.
SPONSOR:	Swift & Company, alternate weeks
AGENCY:	McCann-Erickson, Inc.
NBC PRESS REPRESENTATIVE:	Mary Karr, New York.

-----o-----

'MEET THE CHAMPIONS'--ON NEW TV SHOW WITH JACK LESCOULIE

Jack Lescoulie will interview prominent personalities in the sports world on MEET THE CHAMPIONS, to be seen on WRCA-TV and other NBC-TV stations in a limited Eastern regional network on Fridays at 10:45 p.m., EST (or immediately following the fight telecasts). The show will start Friday, March 9 with Joe Louis as the guest. He and Lescoulie, who is sports editor of NBC-TV's "Today" show, will discuss the current heavyweight picture.

Cities in which "Meet the Champions" will be seen, in addition to New York, include Buffalo, Syracuse, Rochester, Utica, Kingston-Poughkeepsie and Binghamton, N.Y., and Providence, R.I. "Meet the Champions" will be sponsored by Bayuk Cigars, Inc., for its Phillies and Webster cigars. Al Paul Lefton Company, Inc., is the agency. Marshall Stone will produce and direct the show which Barney Nagler will write.

-----o-----

NBC-New York, 3/2/56

NBC TRADE NEWS
A SERVICE OF RCA

March 5, 1956

SIX COURSES OFFERED IN SIX-WEEK TRAINING PROGRAM OF BARNARD COLLEGE-NBC SUMMER INSTITUTE OF RADIO, TV

A six-week training program in radio and television will be offered by the Barnard College -- NBC Summer Institute of Radio and Television, starting June 25 at the NBC Studios in Radio City, New York.

Six courses, taught by professionals in the field, are included in the curriculum. Two are required: "Your Television Career," taught by Michael Dann, Vice President of Program Sales for NBC-TV, and "Television Studio Operation," by instructors from the School of Radio Technique.

Four elective courses, from which the student may choose two, are offered. These include: "An Introduction of Television Production and Direction," by Robert Wald, NBC producer and director; "Writing for Television," by William Welch, producer-editor, NBC Script Division, and "Techniques of Announcing on Radio and Television," by Steve White, program manager of Station WRCA.

There also will be a two-part course on "Programming for Children" and "Adult Education." Dr. Frances Horwich, mistress and producer of NBC-TV's "Ding Dong School," will teach the former;

(more)

William Berns, director of news and special events for Stations WRCA and WRCA-TV, New York.

Attendance at rehearsals and broadcasts, a lecture on the techniques of color television, and tours of the NBC studios and facilities round out the course of instruction.

The program is open to both men and women. Applicants should be college graduates. Applications for admission should be made before June 1 on forms which may be obtained from Miss Susanne Davis, 112 Milbank Hall, Barnard College, New York 27, N.Y. Students who successfully complete the six-week program will be granted a certificate from Barnard College and NBC.

The fee for the entire course is $175. A registration fee of $25 must accompany applications and will be credited toward the tuition which must be paid on or before June 25. Two scholarships of $175 each will be awarded on the basis of qualifications and need.

-----o-----

NBC-New York, 3/5/56

LAUGHING MATTER

- - -

NBC's Leonard Hole Writes About Many Facets of TV Comedy In Article in American Magazine

....."Many of the decisions I must make each day ride on correct answers to the question: What will make you laugh? For urgent business reasons I've been making a personal search for the secrets of your laughter....." Thus does Leonard Hole, Director of Program Development at NBC, and supervisor of the network's multi-million dollar comedy development program, open his article in the current (March) issue of the American Magazine.

In the article, entitled "Can You Make People Laugh?" he discusses humor from the cold cash basis of an entertainment medium; he cites various comedians and analyzes the qualities that make their particular brand successful; he quotes jokes, and he offers a six-point quiz titled: "Could You Be a Professional Comic?"

Mr. Hole essays an explanation of what he has found to be an integral part of humor: "I've noticed that we laugh for many reasons, but that, almost always, something unexpected touches it off."

"Another thing that strikes many people as funny," continues Mr. Hole, "is when the proprieties take a beating. On a physical level you see this release of inhibitions in the wild cavorting of Jerry Lewis. On the verbal level you see it in the genial impudence of Groucho Marx or the deadly insults of Charlie McCarthy."

George Gobel, says Mr. Hole, is an example of the lovable little guy. He writes: "His special skill is the meandering, unfinished sentence. This is a tricky, off-beat kind of humor hard to explain -- or produce. But when it is right, it is wonderful."

-----o-----

NBC-New York, 3/5/56

Will Science Make Writing Social Again Worth of Up Grades?

In Article in Question Magazine

.... "Many of the questions I must ask you about in answers to the questions. Who will read you lessons. You ... in reading it, and deciding a personal answer for the ... of your lessons.... " This open letter to Mr. Thomas of Development at MIT, and supervisor of the community multi-media center, environment, engineer, open its opinion in the (second) issue of the magazine Question.

In the article, entitled "Can You Save People Lessons" ... lesson from the mid mass basis of an individualized lesson ... various conditions can analyze the problems that come that ... lands, automatic, in order lessons, but to create a stor-ly stated. Thanks you in a professional course.

Mr. Mod assigns an explanation of work he has found to be ... part of music. "I've noticed that we really to many ... the same, almost always, something interesting courses in ...

"Anybody making that, students many people as long," continues ... "In what the programmers take a meeting. In a journal ... case release of lessons in the mid advertising or lessons ... or the second level you see it in the central appearance of ... Mass or the deadly consists of Charlie Mathews."

George Gobel, says Mr. Mod, is an example of his lessons ... in writing. "He speaks until in the conversation ... seriously. This is a video, attention book of lessons and in ... -- or produce. But when it is right, it is connection."

GIRL SCOUTS HONOR LORETTA YOUNG

For its "consistently high standard" and because its star is "symbolic of the people of radio and television who did much to interpret youth programs and interest others in working with the youth of their community," NBC-TV's LORETTA YOUNG SHOW received a special award from the Girl Scouts of America, Los Angeles Council, at their annual meeting today (March 5). A statuette of a Girl Scout was presented by Mrs. William M. Rains, council president, and accepted for Miss Young by Beverly Washburn, child actress who appeared with Miss Young in a teleplay concerning Girl Scout activities. The council, represents more than 30,000 Girl Scouts and 10,000 adults in the Los Angeles area.

-----o-----

SKIP FARRELL RETURNS TO 'TENNESSEE ERNIE FORD SHOW'

Skip Farrell, singer-announcer of NBC-TV's TENNESSEE ERNIE FORD SHOW, returned to the show today (March 5) after a five week absence due to virus pneumonia. Dick Williams, who had been filling the spot during Farrell's absence, will remain as vocal arranger and singer on the show.

-----o-----

NBC-New York, 3/5/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

March 5, 1956

NBC COLOR TELECAST SCHEDULE (March 11-17)

Sunday, March 11

2:30-5:30 p.m., EST (on WIDE WIDE WORLD) -- American premiere of "RICHARD III," Sir Laurence Olivier's monumental three-hour color motion picture of William Shakespeare's historical drama... produced and directed by Olivier and starring him in the title role. Also starred are John Gielgud, Ralph Richardson, Claire Bloom, Alec Clunes, Cedric Hardwicke, Stanley Baker, Laurence Naismith, Norman Wooland, Mary Kerridge, Pamela Brown, Helen Haye, John Laurie and Esmond Knight.

Monday, March 12

11:50-12 Noon (Approx.) -- On HOME -- A color segment featuring new fashions in Spring coats, with commentary by "Home's" fashion expert, Natalie Core.

5:30-6:00 p.m., EST -- HOWDY DOODY.

Tuesday, March 13

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Rocking Chair," adapted by Anthony Spinner from a play by Bob Barbash. Starring Lamont Johnson, one of the "Matinee Theater" directors, in the leading role.

(more)

Tuesday, March 13 (Cont'd)

5:30-6:00 p.m., EST -- HOWDY DOODY.

8:00-9:00 p.m., EST -- MILTON BERLE SHOW -- Originating at Nellis Air Force Base in Nevada, the show will feature guest stars Denise Darcel, Zsa Zsa Gabor, Arnold Stang and the Four Step Brothers.

Wednesday, March 14

5:30-6:00 p.m., EST -- HOWDY DOODY.

10:00-10:30 p.m., EST -- THIS IS YOUR LIFE -- with host Ralph Edwards.

Thursday, March 15

5:30-6:00 p.m., EST -- HOWDY DOODY.

Friday, March 16

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Baron and the Banshees," by Seamus White, adapted by Jack Laird.

5:30-6:00 p.m., EST -- HOWDY DOODY.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m.	-- WRCA-TV WINDOW
	9:20- 9:40 a.m.	-- JOSIE'S KITCHEN
through	9:55-10:00 a.m.	-- WRCA-TV WINDOW
	2:50- 3:00 p.m.	-- JINX'S DIARY
Friday	6:45- 6:50 p.m.	-- TEX ANTOINE
	11:10-11:15 p.m.	-- TEX ANTOINE

-----o-----

NBC-New York, 3/5/56

, March 14 (Cont'd)

-8:00 p.m., EST -- HONEY DOODY.

-9:00 p.m., EST -- MILTON BERLE SHOW -- Originating at Hallie
at Sopac Base in Nevada, the show will feature guest stars
onise Lorcel, Esa Tea Gaucer, Arnold Stang and the Four Step
others.

ay, March 14

-8:00 p.m., EST -- HONEY DOODY.

-10:30 p.m., EST -- THIS IS YOUR LIFE -- Alan Hunt helps
Awards.

y, March 15

-8:00 p.m., EST -- HONEY DOODY.

March 16

-8:00 p.m., EST -- NBC MATINEE THEATRE -- "The Baron and the
ansheds," by Jessica White, adapted by Mary Lavin

-8:00 p.m., EST -- HONEY DOODY.

* * *

OWING SHOWS WILL APPEAR ON NBCA-TV ONLY:

[illegible]	6:55- 7:00 a.m. -- NBCA-TV [illegible]
	7:20- [illegible] a.m. -- [illegible]
[illegible]	9:55-10:00 a.m. -- NBCA-TV [illegible]
	2:50- 3:00 p.m. -- [illegible]
[illegible]	8:45- 9:00 p.m. -- [illegible]
	11:10-11:15 p.m. -- [illegible]

NBC TRADE NEWS
A SERVICE OF RCA

March 6, 1956

NBC RADIO REPORTS SALES UPSURGE EXCEEDING $5,000,000 IN REVENUES

Sales exceeding $5,000,000 in revenues for the NBC Radio Network were announced today by Fred Horton, Director of Sales for NBC Radio.

Of the total dollar figure, the network's participating sales plans -- including "Monitor," "Weekday" and "Top Ten Plan" -- accounted for $3,078,000.

In addition, Miles Laboratories has bought NBC Radio's "News of the World" (Monday-through-Friday, 7:30-7:45 p.m., EST), "The Woman In My House" (Monday-through-Friday, 4:45-5 p.m., EST), five one-minute participations throughout the week on "Weekday" and 10 news segments in "Monitor." This purchase alone represents $1,900,000.

"Monitor," NBC Radio's weekend service, and "Weekday," the network's Monday-through-Friday radio service, garnered $2,109,000 and $588,700, respectively. The "Top Ten Plan," whereby advertisers may purchase participating sponsorships of the network's top-rated evening programs, also racked up $381,500 in sales revenues.

(more)

Advertisers who have bought into "Monitor" include: Sawyer's, Inc., for its View Master; the Crowell-Collier Publishing Co., the Radio Corporation of America, the Miller Brewing Co., Miles Laboratories and the Quaker State Refining Corp.

The upsurge in "Weekday" billings was accounted for by the addition of several major advertisers to the program's present sponsor roster, including: Bourjois, Inc., Miles Laboratories, Crowell-Collier Publishing Co., American Molasses Co., Kerr Glass Manufacturing Corp., McCall's Magazine, Olson Rug, Tintex, Curtis Publishing Co., Q-Tips and Carter Products.

Advertisers who have purchased participation schedules under the "Top Ten Plan" include: the Crowell-Collier Publishing Co., the Curtis Publishing Co., the North American Accident Insurance Co., the Radio Corporation of America, Anahist Co., Inc.; and Carter Products.

-----o-----

NBC-New York, 3/6/56

NBC TRADE NEWS
A SERVICE OF RCA

March 6, 1956

BOURJOIS, INC., PURCHASES ADJACENCY SCHEDULE ON NBC RADIO'S "WEEKDAY" COVERAGE OF GRACE KELLY-PRINCE RAINIER III MONACO WEDDING

Bourjois, Inc., for its Evening In Paris products, has purchased a heavy adjacency advertising schedule on NBC Radio's WEEKDAY coverage of the forthcoming Grace Kelly-Prince Rainier III wedding in Monaco, it was announced today by Fred Horton, Director of Sales for the NBC Radio Network.

Bourjois, Inc., through its advertising agency, Lawrence C. Gumbinner, Inc., will sponsor 25 one-minute announcements adjacent to the network's coverage of the wedding festivities on April 16, 17, 18 and 19.

A "Weekday" feature, to be called "Romance of Monaco," will serve as background and precede actual coverage of the wedding ceremonies. Listeners will learn of the colorful traditions, customs and the geography of Monaco, culminating in a direct, on-the-spot broadcast of the marriage of Prince Rainier III to the U.S. movie star.

NBC Radio's coverage will include reports from Hazel Markel, "Weekday's" Washington correspondent, who will accompany Miss Kelly and her party aboard the SS Constitution when they sail from New York for Monaco on April 4; and Jinx Falkenburg McCrary and newsmen Leif Eid, Bob Hecox and Merrill Mueller.

The entire civil ceremony will be broadcast April 18 (10-10:45 a.m., EST) and the wedding principals will be heard making their sacred vows during the church service April 19.

-----o-----

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH

ANNUAL
ACADEMY
AWARDS

NBC

CLAUDETTE COLBERT TO PRESIDE AT NEW YORK PORTION
OF 'OSCAR' AWARDS CEREMONIES

Film star Claudette Colbert will be in New York to preside as mistress of ceremonies for the 28th annual Awards ceremonies of the Academy of Motion Picture Arts and Sciences Wednesday, March 21 (NBC-TV and Radio, 10:30 p.m.-12:15 a.m., EST).

The program will originate at the Pantages Theatre in Hollywood and the Century Theatre in New York. NBC comedian Jerry Lewis will be the emcee in Hollywood.

-----o-----

NBC-New York, 3/6/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

DR. FRANK BAXTER, NOTED AUTHORITY ON SHAKESPEARE, TO SPEAK DURING INTERMISSION OF 'RICHARD III' COLORCAST

Dr. Frank Baxter, famous Shakespearean authority and wit, will appear during an intermission of Sir Laurence Olivier's "Richard III," which has its American premiere on NBC-TV's WIDE WIDE WORLD Sunday, March 11, 2:30-5:30 p.m., EST -- a colorcast. Dr. Baxter, long-time staff member of the University of Southern California, will be presented during the commercial time of United Motors and Delco-Remy which, along with Guide Lamp, A. C. Spark Plug and the Pontiac Divisions of General Motors Corp., are sponsoring the unprecedented three-hour program.

Dr. Baxter will speak of the theatre of Shakespeare's day and the characterization and production of "Richard III." His informal, often humorous and down-to-earth discussions of the Bard have won him millions of fans and brought him 14 national and local television awards.

"Richard III" is the first of two major Shakespeare productions to be seen on NBC-TV on succeedings Sundays. Maurice Evans, Lilli Palmer and Diane Cilento will co-star in Evans' production of "The Taming of the Shrew" on the HALLMARK HALL OF FAME Sunday, March 18, 4-5:30 p.m., EST, in color.

-----o-----

NBC-New York, 3/6/56

NBC TRADE NEWS
A SERVICE OF RCA

March 7, 1956

$2,900,000 IN NEW BUSINESS FOR NBC-TV'S "QUEEN FOR A DAY" DURING PAST TWO WEEKS MAKES PROGRAM 90 PERCENT SOLD

- - -

Helene Curtis, Corn Products, Maybelline, Sandura and Van Camp Tuna Join Program's Sponsor Roster

QUEEN FOR A DAY, NBC-TV's Monday through Friday (4:30-5 p.m., EST) daytime entry which in less than six weeks climbed to the Number One spot as the nation's top-rated adult show on weekday television, has received orders during the past two weeks for advertising schedules amounting to $2,900,000 in gross billings.

Announcement of the latest upswing in "Queen for a Day" sales was made today by George H. Frey, Vice President in charge of NBC-TV Sales, who also reported that the program is 90 percent sold out, with only one quarter-hour during the week remaining available for sponsorship.

The new advertisers who have joined "Queen for a Day's" sponsor list include: Helene Curtis Industries, Inc., which will sponsor, starting March 21, alternate Wednesday

(more)

and Friday, 4:30-4:45 p.m. segments; Corn Products Refining Co., for alternate Wednesday and Friday, 4:30-4:45 p.m. segments starting March 23; the Maybelline Co., whose campaign was effective Feb. 23; the Sandura Co., Inc., for its Sandran floor coverings, which will sponsor alternate Tuesday, 4:30-4:45 p.m., periods starting March 27; and Van Camp Tuna, alternate Tuesdays, 4:30-4:45 p.m., starting April 17.

Gordon Best and Co., Inc., is the advertising agency for Helene Curtis Industries Inc. and the Maybelline Co.; C.L. Miller Co., Inc., represents Corn Products Refining Corp.; Hicks and Greist, Inc., is the agency for Sandura Co.; and Erwin Wasey is the agency for Van Camp Tuna.

In addition to the new sponsors, other "Queen for a Day" advertisers are Procter and Gamble, Miles Laboratories, Youngstown Kitchens, Dixie Cup and Reddi-Wip.

-----o-----

NBC-New York, 3/7/56

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH ANNUAL ACADEMY AWARDS

NBC

TOP ACTORS TO PARTICIPATE IN ACADEMY AWARD CEREMONIES;
SONGS UP FOR HONORS WILL BE SUNG BY HEADLINE VOCALISTS

Announcement has been made of the majority of participants in the 28th annual awards ceremony of the Academy of Motion Picture Arts and Sciences Wednesday, March 21 (NBC-TV and Radio, 10:30 p.m.-12:15 a.m., EST).

Participations listed are to be "live" from Hollywood unless otherwise indicated. Points of origination are the Pantages Theatre in Hollywood and the Century Theatre in New York, with Jerry Lewis presiding as emcee in Hollywood and Claudette Colbert in New York.

Presenters of awards in various categories include Eleanor Parker, Claire Trevor, William Holden, Marisa Pavan, Arthur O'Connell, Natalie Wood, Jack Lemmon, Susan Hayward, bullfighter Cantinflas (on film from Mexico), Jo Van Fleet, Maurice Chevalier, Ernest Borgnine, Arthur Kennedy (from New York), Anna Magnani (on film from Rome), Jennifer Jones (on film from London), Eva Marie Saint, Edmond O'Brien, Grace Kelly, Marlon Brando (on film from Manila) and Audrey Hepburn.

The five songs up for honors will be sung by Harry Belafonte (from New York), "Unchained Melody"; Jane Powell, "I'll Never Stop Loving You"; Eddie Fisher (from New York), "Love Is a Many-Splendored Thing"; Maurice Chevalier, "Something's Gotta Give"; and Dean Martin, "(Love Is) The Tender Trap."

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC-New York 3/7/56

PR-20

NBC COLOR TELEVISION NEWS

A SERVICE OF RCA

March 7, 1956

CAST, CREDITS AND WHO'S WHO FOR LAURENCE OLIVIER'S "RICHARD III" TO BE GIVEN ITS U.S. PREMIERE ON NBC-TV'S "WIDE WIDE WORLD" SUNDAY, MARCH 11 IN 3-HOUR COLORCAST (2:30-5:30 P.M., EST)

LAURENCE OLIVIER, in association with London Films, presents "RICHARD III" by WILLIAM SHAKESPEARE, starring JOHN GIELGUD, RALPH RICHARDSON, CLAIRE BLOOM, ALEC CLUNES, CEDRIC HARDWICKE, STANLEY BAKER, LAURENCE NAISMITH, NORMAN WOOLAND, MARY KERRIDGE, PAMELA BROWN, HELEN HAYE, JOHN LAURIE, ESMOND KNIGHT AND LAURENCE OLIVIER.

CAST IN ORDER OF APPEARANCE

King Edward IV.....Cedric Hardwicke

Archbishop of Canterbury.....Nicholas Hannen

Richard III.....Laurence Olivier

Buckingham.....Ralph Richardson

Clarence.....John Gielgud

Queen Elizabeth.....Mary Kerridge

Jane Shore.....Pamela Brown

Prince of Wales.....Paul Huson

Page to Richard III.....Stewart Allen

Lady Anne.....Claire Bloom

(more)

1st Priest.....Russell Thorndike

1st Monk.....Wally Bascoe

2nd Monk.....Norman Fisher

Brakenbury.....Andrew Cruickshank

Rivers.....Clive Morton

Scrivener.....Terence Greenidge

Catesby.....Norman Wooland

Hastings.....Alec Clunes

Grey.....Dan Cunningham

Dorset.....Douglas Wilmer

Stanley.....Laurence Naismith

Dighton } The Murderers..... Michael Gough

Forrest } Michael Ripper

Duchess of York.....Helen Haye

Young Duke of York.....Andy Shine

Abbot.....Roy Russell

Lord Mayor of London.....George Woodbridge

Ratcliffe.....Esmond Knight

Lovel.....John Laurie

Messenger to Hastings.....Peter Williams

Hastings' Ostler.....Timothy Bateson

2nd Priest.....Willoughby Gray

Scrubwoman.....Anne Wilton

Beadle.....Bill Shine

1st Clergyman.....Derek Prentice

2nd Clergyman.....Deering Wells

(more)

George Stanley.....Richard Bennett

Tyrrell.....Patrick Troughton

1st Messenger.....Brian Nissen

2nd Messenger.....Alexander Davion

3rd Messenger.....Lane Meddick

4th Messenger.....Robert Bishop

Norfolk.....John Phillips

Henry Tudor, Earl of Richmond.....Stanley Baker

* * *

CREDITS

Producer-Director.....Sir Laurence Olivier

Associate Director.....Anthony Bushell

Music By.....Sir William Walton

Played By.....The Royal Philharmonic Orchestra

Conducted By.....Muir Mathieson

Production Supervisor.....John Gossage

Production Manager.....Jack Martin

Director of Photography.....Otto Heller

Production Designer.....Roger Furse

Art Director.....Carmen Dillon

Editor.....Helga Cranston

Make-up Supervisor.....Tony Sforzini

Wardrobe Supervisor.....Bridget Sellers

Sponsors.....United Motors, Delco-Remy, Guide Lamp, A.C. Spark Plug and Pontiac Divisions of the General Motors Corp.

NBC Press Representative, "Wide Wide World".....Dilys Jones, New York

NBC Press Representative, "Richard III"..Alec S. Nyary, New York

-----o-----

NBC-New York, 3/7/56

NBC TRADE NEWS
A SERVICE OF RCA

March 8, 1956

NBC GETS NATIONAL TV RIGHTS FOR COLLEGE FOOTBALL IN 1956;
NCAA COVERAGE WILL BE FIFTH IN SIX YEARS FOR NETWORK

ATTENTION: TV EDITORS AND SPORTS DESKS.

The national television rights for college football in 1956 were awarded to the National Broadcasting Company yesterday (March 7) at a meeting of the 1956 Television Committee of the National Collegiate Athletic Association.

The announcement was made jointly by Howard Grubbs, chairman of the TV committee, and Thomas A. McAvity, Vice President in Charge of the NBC-TV Network.

This will be the second consecutive season and the fifth time in six years that NBC has carried the national "Game of the Week" telecasts. The network televised the NCAA-approved schedule in 1951, 1952 and 1953, in addition to 1955.

The 1956 program provides for nationwide telecasts on eight dates, seven of them Saturdays and the other Thanksgiving

(more)

Day. Regional telecasting will prevail on five other Saturdays and the rights for these games will be handled by the individual colleges and conferences, subject to limitations of the NCAA football plan. The schedule of national games will be announced shortly.

Negotiations with the committee were conducted for the National Broadcasting Company by Davidson Taylor, Vice President in charge of Public Affairs, and Tom S. Gallery, Director of Sports.

-----o-----

NBC-New York, 3/8/56

3-609

NBC OWNED STATIONS DIVISION News

WRC AND WRC-TV, WASHINGTON, WIN NBC OWNED STATIONS LEADERSHIP CONTEST; NETWORK EXECUTIVES PRAISE ALL ENTRIES

FOR RELEASE MONDAY A.M., MARCH 12, 1956

A six-months Leadership Contest for NBC Owned Stations designed to bring out the best public service efforts of the stations has been won by WRC and WRC-TV, Washington, D.C., it was announced today by Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales.

WRC and WRC-TV will receive the NBC Owned Stations Distinguished Leadership Award, a trip to the major capitals of Europe for Carleton D. Smith, NBC Vice President and general manager of WRC and WRC-TV, and Mrs. Smith, and prizes to be distributed by the general manager among his staff.

The Leadership Contest, held between Independence Day and New Year's Day, 1956, was intended to stimulate the efforts of the NBC Owned Stations in "interpreting and furthering the American way of life." Performance in public service and profit were weighed equally in the judging.

Robert W. Sarnoff, President of the National Broadcasting Company, congratulated Mr. Smith and the Washington station in a telegram which said in part:

(more)

city department • NBC Owned Stations Division • 30 Rockefeller Plaza, N.Y. 20, N.Y. • CI 7-8300

"Your feeling of pride at this accomplishment would be magnified greatly if you could see all the entries in the contest. Every station did a magnificent job."

The stations which competed in the contest were WRCA and WRCA-TV, New York City; WRC and WRC-TV, Washington; WMAQ and WNBQ, Chicago; KRCA, Los Angeles, and KNBC, San Francisco; and WTAM and WNBK, Cleveland. Since the contest was held, the Cleveland stations have been exchanged for broadcasting properties in Philadelphia, which are now known as WRCV and WRCV-TV. Another station, WBUF-TV, Buffalo, N.Y., was not an NBC Owned Station at the time of the contest.

Mr. Denny congratulated the managers of the competing stations in a telegram which said that "The purpose of the Leadership Contest -- to make the NBC Owned Stations, by every test, the leaders in their community -- was accomplished to our complete satisfaction."

The public service and programming records of all the stations were outstanding, Mr. Denny noted. The slight edge of the Washington station in this regard proved to be decisive in the final judging.

In ranking the commercial accomplishments of the stations, Mr. Denny explained that the judges gave due consideration to the differences in the various markets. No station gained or lost an advantage because of its size.

In announcing the Washington station as winner of the Leadership Contest, Mr. Denny listed these highlights of public service with which it was credited during the year:

(more)

[illegible] greatly if you could see all the entries in the contest. [illegible]tation did a magnificent job."

The stations which competed in the contest were WNCA and [illegible], New York City; WRC and WRC-TV, Washington; WNAC and WNBC, [illegible]; KRCA, Los Angeles, and KNBC, San Francisco; and [illegible] and [illegible]. Since the contest was held, the Cleveland station [illegible] exchanged for broadcasting properties in Philadelphia, which [illegible] known as WNCV and WRCV-TV. Another station, WBRC-TV, [illegible], was not an NBC Owned Station at the time of the contest.

Mr. Denny congratulated the managers of the competing [illegible] in a telegram which said that "The purpose of the Leadership [illegible] -- to make the NBC Owned Stations, by every test, the leaders [illegible] community -- was accomplished to our complete satisfaction."

The public service and programming records of all the [illegible] were outstanding, Mr. Denny noted. The slight edge of the [illegible] station in this contest proves to be decisive in the final [illegible].

In ranking the commercial accomplishments of the stations, [illegible] explained that the judges gave the considerable to the [illegible] in the various markets. No station gained or lost an [illegible] because of its size.

In announcing the Washington station as winner of the [illegible] Contest, Mr. Denny listed these highlights of public [illegible] with which it was credited during the year:

(more)

1. A series of programs "Our Beautiful Potomac," which exposed the continuing menace of pollution of the Potomac River. As a result of the stations' radio and television programs, Congress is considering legislation to clean up the Potomac with federal assistance.

2. WRC and WRC-TV asked members of Congress to express in their own words the meaning and significance of the elements from which this country's greatness was created. More than 40 messages were recorded by Congressmen and Senators, on subjects ranging from freedom of religion to conservation of our natural resources.

3. A series of eight half-hour programs entitled "Y.O.U -- Years of Usefulness" was produced by WRC-TV in cooperation with the District of Columbia Department of Health. The programs analyzed the problems of old people.

4. A TV series, "Freedom Tours," supplemented daily classroom work of elementary school students. The programs are documentaries of American life, based on visits to great American shrines.

5. "The Invader," a half-hour film on social diseases, was telecast with a discussion by leading health officials.

6. WRC and WRC-TV supported major community events and projects by publicizing them without charge. In a six-month period, the stations broadcast more than 10,000 free public service announcements.

7. The stations' annual Doll House Campaign supplied Christmas toys and funds for Christmas Eve distribution to children in local charitable institutions.

-----o-----

March 8, 1956

MIKE WALLACE IS NEW EMCEE AND HOST
ON NBC'S $100,000 "BIG SURPRISE"

Mike Wallace has been named master of ceremonies and host on NBC-TV's top-rated $100,000 BIG SURPRISE program, effective Saturday, March 10 (7:30-8 p.m., EST).

Wallace, who is heard Monday through Friday, as co-host with Virginia Graham on "Weekday," NBC Radio's daytime service program, has been active in radio and TV for the past 17 years. He also has a twice-nightly 15-minute TV news program on another network.

He was in the Navy during World War II, returning to Chicago after the war where he soon became known as "Mr. Radio" for his many news shows and interview programs. Wallace came to New York in June, 1951.

In his "Big Surprise" assignment, Wallace replaces Jack Barry. The show is a package production of Louis G. Cowan, Inc.

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH

ANNUAL
ACADEMY
AWARDS

NBC

FRANK SINATRA AND BETSY BLAIR JOIN ROSTER OF 'OSCAR' PRESENTERS

Frank Sinatra and Betsy Blair have joined the list of presenters who will participate in the 28th annual Awards ceremony of the Academy of Motion Picture Arts and Sciences Wednesday, March 21 (NBC-TV and Radio, 10:30 p.m.-12:15 a.m., EST).

George Seaton, president of the Academy, announced today that Sinatra will participate from Hollywood and Miss Blair, on film, from Madrid. The presenters each year announce final selections from the lists of awards nominees and give the "Oscars" to the winners.

NBC-New York, 3/8/56

NBC SPOT SALES

News

March 8, 1956

LAWRENCE H. BUCK JOINS NBC SPOT SALES IN CHICAGO

Lawrence H. Buck has joined the NBC Spot Sales staff in Chicago as a TV account executive.

Before joining NBC, Buck was an account executive with Station WABD, New York, for two years. For three years previously, he was a member of the account Managers' group of the Dumont Network in New York. He began his sales career as sales manager of an automobile agency in West Virginia.

A native of West Virginia, Buck was graduated from West Virginia University in 1950. During World War II he served two years with the Air Force in Italy. He and his wife will make their home in Chicago.

-----o-----

CREDITS FOR 'THE TWISTED CROSS' ON NBC-TV

TIME:	Wednesday, March 14 (9-10 p.m., EST)
SPONSOR:	North American Philips Company, Inc.
AGENCY:	C.J. La Roche & Co., Inc.
DESCRIPTION:	The rise and fall of Adolf Hitler, recreated almost wholly through hitherto-impounded German news film. A product of the network's "Project 20," it uses Hitler and the Nazi movement as the concrete illustration of a general theme: the rise and fall of a dictator.
PRODUCER:	Henry Salomon
WRITTEN BY:	Henry Salomon and Richard Hanser
ASSISTANT PRODUCER:	Donald Hyatt
EDITED BY:	Isaac Kleinerman
MUSIC BY:	Robert Russell Bennett
NARRATED BY:	Alexander Scourby
ASSISTANT FILM EDITOR:	Silvio D'Alisera
RESEARCH:	Daniel Jones, Mel Stuart, Judith Greene
NOTE ON "PROJECT 20":	A large-scale undertaking, headed by Henry Salomon, that will add up to a composite drama of this century. The earlier "Nightmare in Red" recreated through news film the historical drama of Communism inside Russia. The North American Philips Company will sponsor three programs in the "Project 20" series this year, the first being "The Twisted Cross."

-----o-----

NBC-New York, 3/8/56

NBC TRADE NEWS
A SERVICE OF RCA

March 9, 1956

'OUTLOOK,' NEWS PROGRAM STARRING COMMENTATOR CHET HUNTLEY, STARTS ON NBC-TV APRIL 1 IN SUNDAY AFTERNOON TIME-SPOT

Network's Newsmen Throughout U.S.A. and in Many Foreign Cities Will Participate; Many Innovations Planned

OUTLOOK, NBC-TV Sunday afternoon news program starring Commentator Chet Huntley, will make its debut April 1 (2:30-3 p.m., EST).

Huntley, 45-year-old ex-newspaperman and NBC commentator on the West Coast, has won numerous honors, including the George Foster Peabody News Award, for his clear-cut, definitive commentary while on assignments in Europe, Mexico, Canada and Indonesia. As editor and commentator of "Outlook," he will begin his first starring assignment on a coast-to-coast network series.

The program will be under the supervision of Joseph O. Meyers, Manager of NBC News, and will be produced by Reuven Frank, former editor of NBC-TV's "News Caravan" and producer-writer of such outstanding TV documentaries as "Background" and "People."

Nationally, "Outlook's" news editor Elliott Frankel will present David Brinkley from Washington, W.W. Chaplin reporting from the East Coast, Alex Dreier from the Midwest, Randall Jesse from the Southwest, and Bill Guyman from the West Coast.

(more)

William Hill, editor of international news, will bring the viewers reports from such NBC overseas correspondents as: Irving R. Levine, Moscow; Romney Wheeler and Ed Newman, London; Leif Eid and Paul Archinard, Paris; Merrill Mueller, Rome; Frank Bourgholtzer, Bonn; Gary Stindt, Berlin; Wilson Hall, Cairo; George T. Folster, Tokyo; Jim Robinson, Singapore, Hank Toluzzi in Hong Kong, and others of NBC's far-flung staff around the globe.

"Outlook" will differ from other news programs even on the visual level. The various studio areas from which different types of news stories are presented will bear no resemblance to the standard news settings. Recognized props such as desks and teletype machine will be eliminated - to concentrate viewer's interest on the news itself.

Originally scheduled to start earlier this year, "Outlook" was postponed to the April date to allow further preparation.

"Outlook" will be directed by Jack Sughrue, who directed "People" and was field director on "Background."

Huntley describes the show as a "hard news" program. "We are going to give the viewers a comprehensive picture of world news on Sunday afternoon, and present it uniquely."

-----o-----

NBC-New York, 3/9/56

William Hill, editor of International News, will bring new
a reports from such NBC overseas correspondents as: Irving R.
, Moscow; Romney Wheeler and Ed Newman, London; [illegible]
rchinaud, Paris; Merrill Mueller, Rome; Frank Bronnenstein,
Gary Stimit, Berlin; Wilson Hall, Cairo; George T. Dilatey,
Jim Robinson, Singapore, Hans Soldati in Hong Kong, and others
's far-flung staff around the globe.

"Outlook" will differ from other news programs even on the
level. The various studio areas from which different types
s stories are presented will bear no resemblance to the standard
ettings. Recognized props such as books and [illegible]
e eliminated - to concentrate viewer's interest on the news.

Originally scheduled to start earlier this year, "Outlook"
stponed to the April date to allow further preparation.

"Outlook" will be directed by Jack Singhaus, who directed
" and was field director on "Hongkong."

Huntley describes the show as a "hard road" program. "We
ing to give the viewers a comprehensive picture of world news
ay afternoon, and present it uniquely."

-----o-----

NBC-New York, [illegible]

CREDITS FOR THE AWARDS CEREMONY OF THE ACADEMY OF TELEVISION ARTS AND SCIENCES

TELECAST:	NBC-TV, Saturday, March 17, 9-10:30 p.m., EST
EMCEES:	John Daly (New York) and Art Linkletter (Hollywood)
PRESENTERS:	Bob Cummings, Jimmy Durante and George Gobel (Hollywood); Sam Levenson, Hal March and Phil Silvers (New York)
ORIGINATION:	Grand Ballroom of Hotel Waldorf-Astoria in New York; Pan Pacific Auditorium in Los Angeles
FORMAT:	Announcement of "Emmy" winners of top television honors for the year
PRODUCER:	William Kayden
PRODUCER (in New York):	Herb Braverman
DIRECTORS:	William Bennington (Hollywood); Richard Schneider (New York)
ASSOCIATE PRODUCER:	Fred Rheinstein (Hollywood)
MUSICAL DIRECTOR:	Gordon Jenkins
WRITERS:	Hal Goodman, Larry Klein and Glen Wheaton
ART DIRECTORS:	Larry Klein (Hollywood); Fred Fox (New York)
UNIT MANAGERS:	John De Mott (Hollywood); Earl Harris (New York)
SPONSOR:	The Oldsmobile Division of General Motors Corporation
AGENCY:	D.P. Brother and Co. of Detroit
HOST FOR OLDSMOBILE:	Bob Lemond
COMMENTATOR:	Frank Barton (Hollywood)

-----o-----

NBC-New York, 3/9/56

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH ANNUAL ACADEMY AWARDS

NBC

MANY NOMINEES FOR 'OSCAR' TO BE IN NEW YORK
ON NIGHT OF AWARDS TELECAST

Many nominees for top honors at the 28th annual awards ceremony of the Academy of Motion Picture Arts and Sciences Wednesday, March 21 (NBC-TV and Radio, 10:30 p.m.-12:15 a.m.) will be in New York that night.

They have been invited to be present at the NBC Century Theatre in New York, where portions of the program will originate. The other portions will originate in the Pantages Theatre in Hollywood.

They are George K. Arthur, producer; Robert Russell Bennett, composer; Jay Blackton, composer; Paddy Chayefsky, writer; Betty Comden, writer; Carson Davidson, producer; Percy Faith, composer; Adolph Green, writer; Nancy Hamilton, producer; Justin Herman, producer; Elia Kazan, director; Arthur Kennedy, actor; David Lean, director; Delbert Mann, director; Joe Mantell, actor; Jo Mielzener, color art director; Terry O'Neil, special effects designer; Paul Osborn, writer; Edmund Reek, producer; Irene Sharaff, color costume designer; Oliver Smith, color art director; Jo Van Fleet, actress; Robert Youngson, producer; and Hy Zaret, lyricist.

-----o-----

NBC-New York, 3/9/56

NBC TRADE NEWS
A SERVICE OF RCA

March 12, 1956

AUDIENCE ESTIMATED AT 40,000,000 TO 50,000,000--LARGEST EVER TO WATCH A DAYTIME TV ENTERTAINMENT PROGRAM-- SAW 'RICHARD III' PREMIERE ON NBC

An audience estimated at between 40,000,000 and 50,000,000 persons, the largest ever to witness a daytime television entertainment program, saw the American premiere of Sir Laurence Olivier's three-hour film production of William Shakespeare's "Richard III," broadcast by NBC Sunday afternoon, March 11. The monumental Shakespearean work was broadcast in both color and black and white, 2:30-5:30 p.m., EST.

Thomas A. McAvity, Vice President in charge of the NBC Television Network, described the program as a milestone in the advance of television. He predicted that its audience would equal those of the top ten nighttime shows in the next national rating service.

"Even more impressive than the all-time high audience attained by 'Richard III' is the fact that Shakespeare swamped a competing circus show, indicating that children can be attracted to the works of Shakespeare and other great classical writers," Mr. McAvity pointed out. "This is a clear indication that programs of this character, well presented and well promoted, can achieve huge mass audiences and can establish themselves in the top-ten ratings lists."

(more)

2 - 'Richard III'

In addition to achieving an all-time high in daytime audiences with "Richard III" (not including, of course, such sports events as the World Series and Rose Bowl games, or national political conventions which are not classified as entertainment features), NBC holds two other records: the largest nighttime audience -- 67,000,000 for the two-hour showing of "Peter Pan" with Mary Martin; and the largest audience for a 90-minute program -- 54,000,000 for "Inside Beverly Hills."

Two other great cultural attractions broadcast by NBC this season, the Sadler's Wells Ballet presentation of "The Sleeping Beauty" and Sol Hurok's presentation of "Festival of Music," featuring 11 great classical artists, likewise attracted huge mass audiences. The ballet was seen by 30,000,000 viewers and the music program by 23,000,000 viewers.

The estimate of 40,000,000 to 50,000,000 viewers for "Richard III" was calculated by the NBC Research Department, which found that the number of viewers per television receiver was higher than in usual circumstances. This is accounted for by the fact that the Sunday afternoon time made it possible for large family groups to watch because of an absence of customary weekday demands on family time and also because many schools and colleges across the nation made viewing of "Richard III" a homework assignment.

-----o-----

NBC-New York, 3/12/56

NBC TRADE NEWS
A SERVICE OF RCA

March 12, 1956

THREE MODELS OF 1956 "HOUSE THAT HOME BUILT" WILL BE ERECTED IN VARIOUS PARTS OF U.S. IN CONJUNCTION WITH NBC-TV'S "HOME"

Three different models have been announced for the "House That Home Built" in 1956, offering a wider choice of designs to accommodate families of varying needs.

A most successful project in 1955, this is the second consecutive year that the "House That Home Built" has been conducted as a service to the home-buying public and the home building industry. It is an unprecedented project for a television program, whereby a leading architect is commissioned by "Home" to design a home suitable to the housing requirements of the country and to meet the needs of the average American family. These plans are offered to prominent local builders at a nominal fee, and they in turn, construct model homes in their respective areas.

Announcement of this year's plans has been made by Richard Linkroum, executive producer of "Home" and Eldridge Snyder, nationally-known architect who has designed the houses. "Home" and architect Snyder have been advised by the Research Institute of the National Association of Home Builders in the preparation of the plans for the

(more)

"House That Home Built" which emphasizes versatility, quality of design and materials and has been designed to be built in various price classifications.

The three model houses, "The Aristocrat," "The Spacesetter" and "The Celebrity," although designed to fulfill the needs of different families, all embody the same luxurious modern building facilities.

"The Aristocrat" is a six-room house covering 1,695 square feet of living area with the emphasis on graciousness of styling and richness of material. It includes three bedrooms, two baths, an adjoining laundry room, glass-walled living room, fireplace, family room (or dining room), and a completely equipped kitchen.

"The Spacesetter" is a variation on the popular split level, ideal for large families. Its elevation is well suited to rugged, sloping terrain and also perfectly suitable to level terrain. This nine-room house covers 2,085 square feet of living area and has five bedrooms, glass-walled living room, fireplace, dining room, recreation room, three baths, laundry and kitchen (with separate dining area).

"The Celebrity" is an economy six-room ranch house designed for the enjoyment of fine living on a modest budget. Its compact design allows it to fit easily on a lot as small as 60 feet. Its 1,385 square feet of living area includes three bedrooms, living room, fireplace, family room, kitchen, two baths and adjoining laundry.

All the houses embody high architectural styling, simplicity of structural elements and can be erected on slab or a partial or full basement. Other features in all three houses include glass-walled

(more)

living rooms; luminous plastic ceilings which allow for extra daylight in the kitchen, baths, laundry and entrance hall; baseboard heating for comfortable living in all climates; custom built closets with special storage space for all clothing; sound-proofed partitions isolating sleeping rooms from one another and the living areas; sliding partitions to open up bedroom areas and make the house expandable within itself; outdoor terraces and gardens designed to accent the view from the living areas; indoor and outdoor barbecues adjacent to fireplaces; recessed and revolving TV installations; built-in Hi-Fi chambers with loudspeakers throughout the house; recessed spotlights for dining, reading and decorating accents; indoor and outdoor storage areas; family rooms; compact, fully equipped kitchens; detached garages or carports; sunlight control by sun-shades, sliding louvers and controlled fenestration and the use of new development in plywood and plastic in walls, floors, ceilings and accessories, both inside and outside of the houses.

"Home" has attracted top national suppliers of home-building equipment, appliances and furniture who will help to equip the "HTHB" and back it with their own advertising. These companies include Sloane-Delaware, Douglas Fir Plywood, Firestone Industrial Products, Firestone Plastic Division, Gibson Refrigerator, Glidden Paint, American Viscose, American Standard and Radiator and Caloric Appliance Corporation.

Coinciding with National Home Week, all models of the 1956 "House That Home Built" will be opened to the public in or near cities from coast to coast on Sept. 22, 1956. Construction of pilot models

(more)

of the 1956 "HTHB" has already begun in the New York area in Lattingtown, L.I. The opening day will be preceded by two full weeks of intensive programming on "Home" and local promotion by network affiliate stations in areas where the "HTHB" is being constructed. Developments on construction of the houses in various parts of the country and other housing features will be reported regularly on "Hon between now and the opening date.

As the three models for the "HTHB" for 1956 have been designed to be built in various price classifications, individual price of the houses will be determined by the local builders.

-----o-----

NBC-New York, 3/12/56

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH ANNUAL ACADEMY AWARDS

NBC

March 12, 1956

PROGRAM ORDER ANNOUNCED FOR 'OSCAR' PRESENTATIONS
ON NBC TELEVISION AND RADIO WEDNESDAY, MARCH 21

FOR RELEASE WEDNESDAY A.M., MARCH 14

The following is the program order planned for the 28th annual awards presentations of the Academy of Motion Picture Arts and Sciences Wednesday, March 21 (NBC-TV and Radio, 10:30 p.m.-12:15 a.m., EST). ALL NAMES ARE THOSE OF PRESENTERS, NOT RECIPIENTS. Origination is from Hollywood unless otherwise indicated.

* * *

Opening overture and listing of nominees.

George Seaton, president of the academy, introduces Jerry Lewis, emcee.

Lewis introduces Claudette Colbert, mistress of ceremonies in New York.

Lewis introduces Maurice Chevalier.

Lewis then introduces Eleanor Parker who makes documentaries award.

Betsy Blair (on film from Madrid) makes sound recording award.

Harry Belafonte (New York) sings "Unchained Melody."

(more)

Claire Trevor and William Holden make scientific or technical awards.

Short Subjects:

a. Cartoon -- Marisa Pavan.

b. One Reel -- Arthur O'Connell.

c. Two Reel -- Jo Van Fleet.

Jane Powell sings "I'll Never Stop Loving You."

Art Direction and Set Decoration:

a. Black and White -- Jack Lemmon.

b. Color -- Peggy Lee.

Costume Design -- Susan Hayward.

Cinematography -- Bullfighter Cantinflas (on film from Mexico City).

Eddie Fisher sings "Love Is a Many-Splendored Thing."

Special Effects -- James Cagney.

Honorary Foreign Language Film Award -- Claudette Colbert (New York).

Film editing -- "Magoo" (on film).

Maurice Chevalier sings "Something's Gotta Give."

Writing Awards:

a. Story and Screen Play -- Ernest Borgnine (New York).

b. Screen Play -- Anna Magnani (on film from Rome).

c. Motion Picture Story -- Arthur Kennedy.

Music Scoring -- Frank Sinatra.

Irving Thalberg Award -- George Stevens.

Lewis introduces Joseph L. Mankiewicz (New York).

(more)

Directing -- Jennifer Jones (on film fron London).

Dean Martin sings "The Tender Trap."

Song Award -- Maurice Chevalier.

Best Supporting Actor -- Eva Marie Saint.

Best Supporting Actress -- Edmond O'Brien.

Best Actor -- Grace Kelly.

Best Actress -- Marlon Brando (on film from Manila).

Best Picture -- Audrey Hepburn.

-----o-----

NBC-New York, 3/12/56

MARTHA RAYE TO BE HONORED AT DINNER OF NATIONAL NEPHROSIS FOUNDATION

The National Nephrosis Foundation will honor Martha Raye with a dinner at the Sert Room of the Waldorf Astoria Hotel, New York, Thursday, March 22. The event will salute the NBC-TV comedienne for her work as National Campaign Chairman of the foundation and on the occasion of her 30th year in showbusiness.

She has made personal appearances in behalf of the foundation's fund-raising activities and has included appeals for the charity on her telecasts.

Childhood nephrosis is a kidney disorder that attacks children between the ages of 18 months and four years. Its cause is unknown and no cure has been developed. Each affiliate of the National Nephrosis Foundation supports at least one clinic and one research project in its own area.

-----o-----

HOW SID CAESAR WORKS TOLD IN 'LOOK' ARTICLE

The working methods of NBC-TV's Sid Caesar are described in a feature article in the March 20 issue of Look magazine, stressing the comedian's emphasis on believability. "As long as the audience believes us," the article quotes Caesar, "we can do anything. But let them not believe one little thing, and you can stand on your head and they won't laugh. Without trying to go too deep, I ask myself what point we're trying to make. We try to understand, not caricature people. Your humor doesn't have to be so broad anymore."

-----o-----

NBC-New York, 3/12/56

MARTHA RAYE TO BE HONORED AT DINNER

OF NATIONAL NEPHROSIS FOUNDATION

The National Nephrosis Foundation will honor Martha Raye
dinner at the Mart Room of the Waldorf Astoria Hotel, New York,
, March 22. The event will salute the NBC-TV comedienne for
as National Campaign Chairman of the Foundation and on the
of her 30th year in showbusiness.

She has made personal appearances in behalf of the Founda-
fund-raising activities and has included appeals for the
on her telecasts.

Childhood nephrosis is a kidney disorder that attacks
n between the ages of 10 months and four years. Its cause is
and no cure has been developed. Each affiliate of the
Nephrosis Foundation supports at least one clinic and you
h project in its own area.

HOW SID CAESAR WHICH TOLD AN 'LOOK' ARTICLE

The working methods of NBC-TV's Sid Caesar are described in
ore articles in the March 20 issue of Look magazine, stressing
edian's emphasis on believability. "As long as the audience
s us," the article quotes Caesar, "we can do anything. But let
t believe one little thing, and you can stand on your head and
n't laugh. Without trying to go too deep, I ask myself what
s trying to make. We try to understand, not caricature.
your humor doesn't have to be so broad anymore."

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

March 13, 1956

NBC COLOR TELECAST SCHEDULE--March 18-24

Sunday, March 18

3:30-4:00 p.m., EST -- ZOO PARADE -- Sixth in a series of nine films taken in Africa during a safari last Summer. "Krueger National Park" is today's film subject, with the cameras catching the action as lions stalk their prey.

4:00-5:30 p.m., EST -- MAURICE EVANS PRESENTS "The Taming of the Shrew" on THE HALLMARK HALL OF FAME. Shakespeare's rollicking comedy will star Maurice Evans, Lilli Palmer and Diane Cilento. Also featured will be Philip Bourneuf, John Colicos, Douglas Watson and Jerome Kilty.

Monday, March 19

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Notebook Warrior" by Ira Levin.

5:30-6:00 p.m., EST -- HOWDY DOODY.

Tuesday, March 20

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Temptation for a King," 100th program in the series; adapted by Michael Dyne from a novel by John Secondari.

5:30-6:00 p.m., EST -- HOWDY DOODY.

7:30-7:45 p.m., EST -- THE DINAH SHORE SHOW.

(more)

Wednesday, March 21

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Antidote" by Richard McCracken, and starring James Bell.

5:30-6:00 p.m., EST -- HOWDY DOODY.

10:00-10:30 p.m., EST -- THIS IS YOUR LIFE with host Ralph Edwards.

Thursday, March 22

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Shadows" by Ira and Jane Avery.

5:30-6:00 p.m., EST -- HOWDY DOODY.

7:30-7:45 p.m., EST -- THE DINAH SHORE SHOW.

Friday, March 23

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "'M' Is for the Many," an original teleplay by Joan Cunningham.

5:30-6:00 p.m., EST -- HOWDY DOODY.

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday		8:55- 9:00 a.m. -- WRCA-TV WINDOW
		9:20- 9:40 a.m. -- JOSIE'S KITCHEN
		9:55-10:00 a.m. -- WRCA-TV WINDOW
through	Weekly	2:50- 3:00 p.m. -- JINX'S DIARY
		6:45- 6:50 p.m. -- TEX ANTOINE
Friday		11:10-11:15 p.m. -- TEX ANTOINE

-----o-----

NBC-New York, 3/13/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECAST SCHEDULE CORRECTION

SATURDAY, MARCH 24

9:30-10 p.m., EST. THE TEXACO STAR THEATRE starring Jimmy Durante will NOT be telecast in color on March 24; it will be telecast in black and white only.

Note: "The Texaco Star Theatre" WILL be telecast in color on Saturday, March 31.

NBC-New York, 3/13/56

BIG FRY KNOW HOW TO PICK SMALL FRY

- - -

That's Why Robert Young, Perry Como and Milton Berle Get Gold Stars

"Father knows best" when it comes to picking talented youngsters as co-stars, and Perry Como and Milton Berle also recognize smart small fry. Two of Robert Young's "children" on the NBC-TV comedy series, FATHER KNOWS BEST, Billy Gray and Lauren Chapin, have been selected, along with Barry Gordon of the PERRY COMO SHOW, and Tim Hovey, seen on THE MILTON BERLE SHOW, as winners in the Fourth Annual Milky Way Gold Star Awards polling to pick the nation's outstanding juvenile performers during 1955.

Billy Gray is seen as Bud, and Lauren Chapin as the impish Kathy, on "Father Knows Best." Pint-sized Barry Gordon appears regularly as a junior song-and-dance-man with Perry Como, and he scored a recording hit last December with his version of "Nuttin' for Christmas."

Although tiny Tim Hovey makes infrequent TV appearances, he won his award on the basis of a fine comedy performance on THE MILTON BERLE SHOW, and in the U-I movie, "The Private War of Major Benson."

More than 15,000 votes were cast in the recent poll.

-----o-----

NBC-New York, 3/13/56

NBC TRADE NEWS
A SERVICE OF RCA

March 14, 1956

NBC-TV DRUG SPONSORS TO BE FEATURED IN 5,000-STORE PROMOTION

- - -

'NBC-TV Value Parade' Set to Run for Two-Week Period on West Coast

A promotion designed to help retail drug stores take advantage of television's sales impact is being conducted jointly by the NBC-TV Merchandising Department and the Brunswig Wholesale Drug Company with 48 NBC-TV sponsors selling in the drug field represented.

During the weeks of March 12 and March 19, NBC and the Brunswig Drug Company, which covers 10 percent of all retail drug stores in the U.S., are staging "NBC-TV Value Parade," a promotion of drug products advertised on the NBC Television Network, in some 5,000 retail drug stores on the West Coast and in mountain regions.

(more)

TO EDITORS: A NOTE OF CREDIT--ON YOUR ACCOUNT

Cast and credits on the Maurice Evans colorcast production of "The Taming of the Shrew" on "The Hallmark Hall of Fame," Sunday, March 18, are included in this mailing. For your convenience--and ready identification--this data is mimeographed on yellow-tinted paper.

The entire 110-man Brunswig Drug sales force is carrying out preliminary details of the "NBC-TV Value Parade." These salesmen, operating out of 10 wholesale drug houses in the Western U.S., will blanket the areas. Each salesman has been supplied with a special catalog featuring the items advertised on NBC-TV, and special inventory checks will be made on each product with sales and movement records kept for each of the network's participating drug sponsors.

Five thousand kits of special point-of-sale material have been made available by the NBC Merchandising Department. Each kit contains price tabs individually spotlighting the sponsor's product, as well as window streamers for each store, designating it as headquarters for the Value Parade Events.

-----o-----

NBC-New York, 3/14/56

MONITOR
THE NBC WEEK-END RADIO SERVICE

'MONITOR WORLD THEATRE,' PRESENTING PLAYS BY U.S., BRITISH, CANADIAN AND AUSTRALIAN PERFORMERS, TO START ON NBC RADIO

- - -

Two Sketches to Be Presented Each Week; Marlene Dietrich on First Bill

NBC Radio's "Monitor" will inaugurate a new dramatic series, Sunday, March 18. The program, MONITOR WORLD THEATRE, will be heard from 5:05 to 5:30 p.m., EST, each Sunday.

"Monitor World Theatre" will offer two dramatic sketches each week, featuring American, British, Canadian and Australian performers.

First program in the series will star Marlene Dietrich in "Marrakech Mirage." Miss Dietrich will play Dianne La Volta, singer in a Moroccan nightspot, who aids police in capturing an emerald thief. The second feature will be an Australian production of an American mystery. The story "When Eye Witness Evidence Went Wrong," tells of the capture of a check forger in Indianapolis.

"Monitor" producer Al Capstaff, in announcing the series, stated that "Your Nutrilite Radio Theatre" (which formerly occupied the 5:05 to 6 p.m., EST time-spot) had achieved a high radio audience level and that he wished to continue filling a need which had been demonstrated by acceptance of that series.

-----o-----

NBC-New York, 3/14/56

NBC TRADE NEWS

A SERVICE OF RCA

March 14, 1956

ORDER OF PRESENTATIONS AND CATEGORIES ANNOUNCED FOR NBC TELECAST OF 'EMMY' AWARDS CEREMONIES

A selected portion of categories in the eighth annual awards presentations of ("Emmys") the Academy of Television Arts and Sciences Saturday, March 17 will be telecast by NBC-TV from 9 to 10:30 p.m., EST. The "presenters" and order of presentations on the telecast follows:

Presenter Phil Silvers (in New York) will cover the best children's series, the best contribution to daytime programming, the best news commentator or reporter and the best special event or news program.

Presenter Robert Cummings (from Hollywood) will cover the best documentary program, the best audience participation series, the best action or adventure series and the best specialty act.

Presenter Sam Levenson (in New York) will cover the best actor in a supporting role, the best actress in a supporting role, the best male singer and the best female singer.

(more)

Presenter Jimmy Durante (in Hollywood) covering best emcee or program host, best comedian, best comedienne and best comedy series.

Presenter Hal March (in New York) covering best actor for a single performance, best actress for a single performance, best actor for a continuing performance and best actress for a continuing performance.

Presenter George Gobel (in Hollywood) covering best variety series, best music series, best dramatic series and the best single program of the year 1955.

Art Linkletter will be emcee for pickups from the Pan Pacific Auditorium in Los Angeles and John Daly will be emcee for the New York pickups from the Grand Ballroom of Hotel Waldorf-Astoria in New York.

-----o-----

NBC-New York, 3/14/56

NBC RADIO NETWORK NEWS

March 14, 1956

GISELE MacKENZIE TO STAR IN 'AIR TIME' ON NBC RADIO

- - -

Series With Skitch Henderson and Honeydreamers Quintet
Will Have Integrated Messages for Air Force Reserve

Gisele MacKenzie, a singing star on NBC-TV's "Your Hit Parade," will extend her talent to NBC Radio where she will star in AIR TIME, a new weekly program, beginning Wednesday, March 21 (8:30-8:55 p.m., EST).

Sharing the spotlight with Miss MacKenzie on "Air Time" -- which is being produced for the Air Force Reserve Motivation Program -- will be Skitch Henderson (a former B-29 pilot), currently featured musical director on NBC-TV's "Tonight."

The Honeydreamers, vocal quintet, will add their support to this music show, and each program will feature a prominent guest star from the entertainment world. This array of talent will be augmented by a 17-piece orchestra.

An integrated message about the Air Force Reserve, its activity and benefits, will be handled through a weekly interview with an airman from one of the nation's reserve centers.

March 14, 1956

CAST, CREDITS AND SYNOPSIS FOR MAURICE EVANS' COLORCAST OF "THE TAMING OF THE SHREW" ON "HALLMARK HALL OF FAME" SUNDAY, MARCH 18 (NBC, 4 TO 5:30 P.M., EST)

CAST

Petruchio.....MAURICE EVANS
Katharine.....LILLI PALMER
Bianca.....DIANE CILENTO
Baptista.....Philip Bourneuf
Lucentio.....John Colicos
Hortensio.....Douglas Watson
Grumio.....Jerome Kilty
Vincentio.....Robinson Stone
Biondello.....Ronald Long
Curtis.....Will B. Able
Tailor.....Jack Fletcher
Maid.....Chrisse Hayward
Apple Girl.....Undine Forest
A Girl.....Nadeen Day
A Girl.....Marsha Reynolds
Punchinellos.....Charles Bolender, Bob Trevis, Mario Lamm, Charles Fatone, Billy Herman, Bob Casper,

(more)

March 17, 1968

(Cast, director and producer Jim Bourque (Mike) continues
in "The Taking of the Snow of Kilimanjaro" at Marjorie Hall of Arts
SUNDAY, March 17 (8:00, 4:30 p.M., $2)

<u>CAST</u>

Elizabeth.....Bernice Cyr
Shawnee.....Lisa Adams
Sand.....Diane Gilmore
Holiday.....Philip Sherwood
Cecilia.....Jean Sullivan
Victoria.....Deanna Marson
Mario.....Jerome Kelly
Gwendolyn.....Jonathan Grove
Annette.....Sarah Long
Pita.....Gail E. Hale
Lizzy.....Jane Fredsen
Ed.....Charles Hopkins
Pale Girl.....Joanne Sherman
Dual.....Richard Day
Earl.....Warren Kennedy
Reconnaissance.....Charles Dolgowin, Ben
Davis, Paula Dawn
Shirley Ebbers, Gail
Hymen, Ann Gaffey

(more)

John Dutra, John Perkins,
Richard Buck, Ron Cecill,
Steve Wiland, Richard Tone.

Peasants.....Eleanor Boleyn, Gloria Hamilton, Helene Ellis

Featured Dancers.....Paul Godkin, Mara Lynn

* * *

CREDITS

Author.....WILLIAM SHAKESPEARE

Producer.....MAURICE EVANS

Director.....GEORGE SCHAEFER

Executive Producer.....JOSEPH CUNNEFF

Associate Producer.....MILDRED FREED ALBERG

Assistant to Mr. Schaefer.....ROBERT HARTUNG

Staged By.....WILLIAM NICHOLS

Choreography.....TONY CHARMOLI

Costumes and Production
Designed By.....ROUBEN TER-ARUTUNIAN

Adapted for TV by.....MICHAEL HOGAN and WILLIAM NICHOLS

Original Music Composed
and Conducted by.....LEHMAN ENGEL

Unit Manager.....BRICE HOWARD

Technical Director.....JACK LONG

Make-up.....RICHARD SMITH

Production Assistant.....ADRIENNE LURASCHI

Sponsor.....HALLMARK CARDS, INC.

(more)

Joan Lewis, Jack Perkins.

Richard Shaw, Don Cecily.

Alice Villard, Richard Lamy.

Peasants.....Eleanor Sobeyn, Gloria

Hamilton, Helene Ellis

Feature Dancers.....Paul Hodgson, Mara Lynn

* * *

CREDITS

Author.....WILLIAM CHAFFERFRANK

Producer.....MAURICE EVANS

Director.....GEORGE SCHAEFER

Executive Producer.....JOHN CLEMENTS

Executive Producer.....WILLIAM FRED ALBERG

Assistant to Mr. Schaefer.....ROBERT HARTMAN

Staged By.....WILLIAM NICHOLS

Choreography.....TONY CHERRELL

Costumes and Production

Designed By.....ROUBEN TER-ARUTUNIAN

Adapted for TV by.....MICHAEL ROGAN and WILLIAM

NICHOLS

Original Music Composed

and Conducted by.....LEHMAN ENGEL

Unit Manager.....ERICK HOWARD

Technical Director.....JACK LONG

Make-up.....RICHARD SMITH

Production Assistant.....ADRIENNE LUROSONI

Sponsor.....WALLMARK CARDS, INC.

Agency.....FOOTE, CONE & BELDING

NBC Press Representative.....ALEC S. NYARY, NEW YORK

* * *

BRIEF PLOT OUTLINE

Petruchio, a gay blade of Verona who seeks a beautiful, intelligent wife with a sizable dowry, comes to Padua and is told of Katharine, elder daughter of the rich merchant, Baptista. However, Katharine's violently shrewish disposition has led her father, her younger sister, Bianca, and the latter's suitors to dispair of finding a husband for her. Petruchio, undaunted and brooking no resistance, courts her in a bold and heavy-handed manner and literally forces the tempestuous Katharine to accept his suit. Once married, he continues with ironic mock-gallantry to bully, override and frustrate her, until worn to exhaustion by his relentless tactics, she becomes a dutiful, loving and gentle wife. She thereafter instructs her sister, Bianca, whose wooing comprises the sub-plot of the comedy, that "thy husband is thy lord, thy keeper, thy sovereign."

* * *

SYNOPSIS OF SCENES

ACT I

Scene 1 - A commedia dell' arte proscenium

" 2 - The piazza of an Italian town, carnival time

" 3 - Baptista's house

" 4 - Hortensio's house

" 5 - Baptista's house

(more)

[illegible].....[illegible]....[illegible], [illegible] a [illegible]
[illegible] hyperventilating.....[illegible] [illegible], [illegible]

* * *

THE PLOT OUTLINE

Petrovich, a [illegible] of [illegible] [illegible] a [illegible]
[illegible] life with a [illegible] [illegible], [illegible] [illegible]
[illegible] of Katherine, [illegible] [illegible] of the [illegible]
[illegible]. However, [illegible] [illegible] [illegible]
[illegible] [illegible], [illegible] [illegible], [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible]
[illegible], [illegible] [illegible] [illegible], [illegible]
[illegible] and [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible]. [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible]

Scene 6 - The central hall, Baptista's house

" 7 - The orchard

" 8 - The central hall

ACT II

Scene 1 - Baptista's house

" 2 - The porch, Baptista's house

" 3 - Outside the church

" 4 - Outside Baptista's house

" 5 - A country road

" 6 - Petruchio's ranch

ACT III

Scene 1 - Baptista's house

" 2 - Petruchio's ranch

" 3 - The road to Padua

" 4 - Baptista's house

-----o-----

NBC-New York, 3/14/56

WRCA-TV
CHANNEL 4
TRADE NEWS
NBC

March 14, 1956

NEW WRCA-TV SIGN LIGHTING WILL BE FEATURED ON 'INSIDE NBC' FRIDAY, MARCH 16

WRCA-TV's big, new sign which will identify its 67th Street studios will be lighted during the INSIDE NBC broadcast of Friday, March 16, from 6:30-6:45 p.m., EST.

Conducting the sign lighting ceremonies will be Bill Cullen and Tex Antoine who will describe the construction of the neon-lighted call letters.

The new sign, built by Wohlman Sign Corporation of Newark, N.J., took 15 men approximately 12 weeks to construct. Lighted by white neon tubing, it will cost about 10 cents per hour to keep illuminated at the home rates for electricity. The sign has a 5,730 watt capacity. The NBC Chimes symbols will be lighted by fluorescent slim line tubing, and are made of plastic and stainless steel.

-----o-----

30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK, CIrcle 7-8300

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

'THE TRIAL AT ROUEN' TO BE COLORCAST

- - -

New Opera to Have World Premiere Sunday, April 8

The world premiere performance of Norman dello Joio's new opera, "The Trial at Rouen," will be presented in color and in black and white Sunday, April 8 (NBC-TV, 4-5:30 p.m., EST). Elaine Malbin, Hugh Thompson, Chester Watson and Paul Ukena will have the principal roles. There also will be a triple chorus: of inquisitors, of the populace, and heavenly voices.

Peter Herman Adler will conduct members of the Symphony of the Air. Samuel Chotzinoff is producer of the NBC-TV Opera Theatre, and Kirk Browning is director. The sets for the color presentation will be designed by Trew Hocker and the costumes by Noel Taylor.

NBC-New York, 3/14/56

NBC TRADE NEWS
A SERVICE OF RCA

March 15, 1956

PROCTER AND GAMBLE SIGNS FOR FULL SPONSORSHIP
OF RALPH EDWARDS' 'THIS IS YOUR LIFE'

Procter and Gamble Company has signed for the full spnsorship of NBC-TV's top-rated THIS IS YOUR LIFE program starring Ralph Edwards, it was announced today by George H. Frey, Vice President in charge of Sales for the NBC Television Network.

Hazel Bishop, Inc., which has alternated sponsorship of the program with P & G since October, 1954, will relinquish its four-year old association with the program on April 4, 1956, Mr. Frey said.

In addition to assuming Hazel Bishop's remaining shows during the current 1955-56 season, P & G has signed a new 52-week contract for full sponsorship of "This Is Your Life."

The company will advertise its Prell and Crest products on the program. Benton & Bowles, Inc., is the advertising agency for Procter and Gamble.

No newcomer to a Ralph Edwards program association, Procter and Gamble sponsored the performer's "Truth or Consequences" on the NBC Radio Network for ten years (1940-1950).

"This Is Your Life" is seen on NBC-TV Wednesdays, 10-10:30 p.m., EST.

-----o-----

NBC TRADE NEWS
A SERVICE OF RCA
March 15, 1956

NBC'S "NEWS CARAVAN" STARTS NINTH YEAR

- - -

EMPHASIS IS ON MORE COLOR NEWS COVERAGE ON A "TODAY'S NEWS TODAY" BASIS

NBC-TV's award-winning NEWS CARAVAN, starring John Cameron Swayze, begins its ninth year this month with emphasis on more and more color news coverage on a "Today's News Today" basis.

Under the supervision of producer Frank McCall and director Ralph Peterson, the "Caravan" has made great strides during the past two years in surmounting the technical difficulties involved in color coverage of spot news.

The two major barriers to the use of color film for general news coverage on a "same-day" basis -- slow processing and low sensitivity -- have been overcome with an exclusive new type color film called "Anscochrome," recently released by the government, according to news editors Arthur Holch and Bill Ryan.

In past months, the "Caravan" has been presenting color coverage on an average of twice a week.

Recipient of over 40 major awards, including designation by Look Magazine as "The Best Television News Program" five times, the "News Caravan" holds the distinction of being the highest-rated network television news show, reaching approximately 12 million

(more)

viewers on an average evening. During his eight-year tenure on the show, John Cameron Swayze has won over 30 awards for newscasting, and his sign-off, "Glad we could get together," has become a national catch-phrase.

Two years ago, the "News Caravan" presented the first newscast entirely in color, although technical restrictions limited the content primarily to features.

Then, in May 1955, the program scored another, more significant first, when it became the first TV news show to offer coast-to-coast color coverage on a "same-day" basis. Films of "Operation Cue," the atomic blast near Las Vegas, Nev., taken at dawn, were flown to Los Angeles, processed, edited and telecast in compatible color that evening. Since that broadcast, an extraordinary feat at the time, same-day color coverage has become routine with the "Caravan."

Other highlights of its eight-year history include:

- The attempted assassination of President Truman outside of Blair House in 1950. "Caravan" devoted full show time to film coverage of this event.

- Exclusive "Caravan" interview with Robert Vogeler in 1951, just after the American businessman had been released from prison by the Reds in Hungary.

- The exclusive confession of the young Marine mass murderer Eugene McManus in 1953. This was achieved because Chicago NBC newsman Bill Birch got a tip, hopped a plane in dangerous flying weather and recorded an interview behind cell bars.

(more)

- Many "firsts" and "exclusives" from the Far East, including numerous during the Korean War and post-war prisoner exchanges.

Sponsored alternately by the Plymouth Division, Chrysler Corp., and the R.J. Reynolds Tobacco Company, the "News Caravan" goes on the road twice a month to broadcast directly from the cities where the major news is breaking.

Looking back at the show's eight years, producer Frank McCall says, "We've moved far away from the time you saw nothing but girls on water skis and parades. We can cover every single part of the United States and bring viewers pictures of the big events that took place that same day -- in black-and-white and color. Action overseas gets to the viewers as soon as the planes get the films to us. "

"This has made it an every-day occurrence for the average family to sit at home, and, from the comfort of its living room, watch the unfolding panorama of world news as it is happening."

-----o-----

NBC-New York, 3/15/56

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH ANNUAL ACADEMY AWARDS

NBC

CREDITS FOR THE 28TH ANNUAL AWARDS PRESENTATIONS OF THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

BROADCAST:	NBC-TV and NBC Radio, Wednesday, March 21, 10:30 p.m.-12:15 a.m., EST.
EMCEES:	Jerry Lewis (Hollywood); Claudette Colbert (New York)
FORMAT:	Presentation of the 28th annual awards ("Oscars") of the Academy of Motion Picture Arts and Sciences.

FOR THE ACADEMY

PRODUCER:	Robert Emmett Dolan
DIRECTOR:	George Seaton

FOR NBC-TV

PRODUCERS:	William Kayden (Hollywood) Herb Braverman (New York)
DIRECTORS:	William Bennington (Hollywood) Richard Schneider (New York)
ASSOCIATE PRODUCER:	Fred Rheinstein
ASSOCIATE DIRECTOR:	Roy Montgomery
COMMERCIAL DIRECTOR:	William Palmerston
TECHNICAL DIRECTOR:	James Merrill
LIGHTING:	Parker Oliver
AUDIO:	Howard Ailberg
VIDEO:	Dave Turley.

(more)

MUSIC DIRECTOR:	Andre Previn
ASSISTANT MUSIC DIRECTOR:	Robert Helfer
ART DIRECTOR:	Hal Pereira
ASSISTANT ART DIRECTOR:	Hal Roelfs
MUSICAL NUMBERS STAGED BY:	Nick Castle.
WRITERS:	Melville Shavelson, Jack Rose and Richard L. Breen
TRAFFIC MANAGER:	Blayney Matthews
BUSINESS MANAGER:	Robert F. Metzler
UNIT PRODUCTION MANAGER:	John De Mott
COSTUME CONSULTANT:	Edith Head
MAKEUP:	Fred Williams

FOR NBC RADIO

PRODUCER-DIRECTOR:	Andrew C. Love
COMMENTATOR	James Backus
ANNOUNCER:	James Wallington

* * *

SPONSOR:	The Oldsmobile Division of General Motors through the D.P. Brother Advertising Agency in Detroit.
ORIGINATION:	RKO Pantages Theatre in (Hollywood) and the NBC Century Theatre (New York)
NBC PRESS CONTACTS:	Don Allen (Hollywood) Priscilla Campbell (New York)

-----o-----

NBC-New York, 3/15/56

CREDITS FOR "THE UNDISCOVERED COUNTRY" ON NBC-TV'S
"PLAYWRIGHTS 56" TUESDAY, MARCH 27, 9:30 P.M., EST

STARS:	Cyril Ritchard, Nina Foch
CAST:	Royce Thurmond...Cyril Ritchard
	Belle Thurmond...Nina Foch
	Doc Phelps.....J. Pat O'Malley
	Boots.....Frederick O'Neal
	Preacher.....Arthur Malet
	Frank Gubbage....Steve McQueen
PRODUCER:	Fred Coe
ASSOCIATE PRODUCER:	Bill Nichols
DIRECTOR:	Arthur Penn
ASSOCIATE DIRECTOR:	Dominick Dunne
WRITTEN BY:	J. P. Miller
UNIT MANAGER:	Claude Traverse
MUSIC DIRECTOR:	Harry Sosnik
SCENIC DESIGNER:	Otis Riggs
TECHNICAL DIRECTOR:	Larry Elikann
CASTING DIRECTOR:	Everett Chambers
SPONSOR:	Pontiac Motor Division, General Motors Corporation
AGENCY:	MacManus, John & Adams, Inc.
ORIGINATION:	NBC Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Joe Bleeden, NBC Hollywood; George Norford, NBC New York

-----o-----

NBC-New York, 3/15/56

NBC-TV NEWS

CREDITS FOR 'ROBERT MONTGOMERY PRESENTS THE SCHICK TELEVISION THEATRE' ON NBC-TV

TIME:	Alternate Mondays, 9:30-10:30 p.m., EST (alternating each week with "Robert Montgomery Presents the Johnson's Wax Program").
FORMAT:	Full-hour program presenting prominent stars in original dramas as well as adaptations of motion pictures, novels, short stories and plays.
CAST:	Robert Montgomery appears personally on each show as host and narrator. During the season he stars in several of the productions. Stars of stage, screen and TV head notable casts of supporting players.
EXECUTIVE PRODUCER:	Robert Montgomery
PRODUCTION SUPERVISOR:	Joseph Bailey
ASSISTANT:	Jay Sheridan

(more)

2 - Credits for 'Robert Montgomery Presents'

DIRECTORS:	John Newland, Perry Lafferty, Frank Telford
WRITERS:	Various
SCENERY:	Syrjala
COSTUMES:	Jane Burroughs
CASTING:	Julian Williams
SPONSOR:	Schick, Inc., for Schick Electric Shavers
AGENCY:	Warwick & Legler, Inc.
ORIGINATION:	New York City (live)
NBC PRESS CONTACT:	George Norford, New York
PREMIERE DATES:	(Original "Montgomery Presents") Monday, Jan. 30, 1950 (Schick sponsorship) Monday, Sept. 12, 1955

-----o-----

NBC-New York, 3/15/56

NBC'S "WIDE WIDE WORLD" WINS AWARD OF MERIT FROM "TV - NEWS MAGAZINE OF TV WORLD"

NBC-TV's WIDE WIDE WORLD has been selected as the recipient of the Annual Award of Merit presented by "TV - The News Magazine of the Television World" -- an award issued only five times in the magazine's nine years of publication.

The award reads: "To National Broadcasting Company's 'Wide Wide World' television program for its broad concept of the utilizatio of television in promoting a knowledge of the heritage of America through fine showmanship under the most difficult operating conditions.

It was signed by Syd Cassyd, editor of the Magazine and founder of the Academy of Television Arts and Sciences in Hollywood, and will be presented to executive producer Barry Wood, Director of Special Events at NBC.

According to Mr. Cassyd, the award is made to "any station, network or person who carries out the full purpose of television as a communications medium of advancing the information, culture and knowledge of the people of the nation."

"Wide Wide World," a 90-minute program featuring live pickups of the customs of the Americas, originated last June and has been presented approximately every other Sunday since then. A team of three producers -- Robert Bendick, Norman Frank and Herbert Sussan -- has presented the programs on a rotating basis. It appears from 4 to 5:30 p.m. (EST) on Sunday.

-----o-----

NBC-New York, 3/15/56

NBC's "WIDE WIDE WORLD" WINS AWARD OF MERIT

FROM "TV - NEWS MAGAZINE OF TV WORLD"

NBC-TV's WIDE WIDE WORLD has been selected as the recipient Annual Award of Merit presented by "TV - The News Magazine of Television World" -- an award issued only five times in the ne's nine years of publication.

The award reads: "To National Broadcasting Company's 'Wide World' television program for its broad concept of the [illegible] evision in promoting a knowledge of the heritage of America h fine showmanship under the most difficult operating conditions

It was signed by Syd Cassyd, editor of the Magazine and r of the Academy of Television Arts and Sciences in Hollywood. ll be presented to executive producer Barry Wood, director of l Events at NBC.

According to Mr. Cassyd, the award is made to "any station, k or person who carries out the full purpose of television, as unications medium to advancing the information, culture and nge of the people of the nation."

"Wide Wide World," a 90-minute program featuring live s of the customs of the Americas, originated last June and was presented approximately every other Sunday since then. A team ee producers -- Robert Bendick, Norman Frank and Herbert n -- has presented the programs on a rotating basis. It appears to 2:30 p.m. (EST) on Sunday.

NBC-New York, 3/14/56

NBC
MATINEE
THEATER

March 15, 1956

FOR THE RECORD

'NBC MATINEE THEATER' ROLLS UP MANY ACHIEVEMENTS IN FIRST 100 FULL-HOUR DAYTIME TELECASTS

The first 100 telecasts of the NBC MATINEE THEATER (the milestone will be achieved Tuesday, March 20) represent 204,000 man hours put in by a servicing staff of 250 -- exclusive of 30,086 rehearsal hours by 880 actors. The series is seen Mondays through Fridays, 3-4 p.m., EST, most of them in compatible color.

Executive producer Albert McCleery points out that the casting department has interviewed 2,638 actors, actresses and agents. The writing, re-writing and mimeographing of scripts has called for use of over 800,000 pieces of paper weighing five tons, and 148 full-hour teleplays have been purchased. Approximately 2,500 costumes have been made or fitted for performers in the 100 teleplays.

"NBC Matinee Theater" presented the first live outdoor color dramatic presentation in TV history on Jan. 11, 1956. It was "All the Trees of the Field" and originated from an orange grove in the San Fernando Valley.

The series, which began last Oct. 21, already has been named best daytime television program and third best new dramatic series by radio and video editors of America in the annual Motion Picture Daily Fame poll.

(more)

It has been nominated for "best contribution to daytime television" honors in the annual "Emmy" awards of the Academy of Television Arts and Sciences.

The following star talent has been used: Louis Hayward, Philip Bourneuf, Kevin McCarthy, William Bishop, James Dunn, James Daly, Jim Backus, Doug Kennedy, Ludwig Donath, Keith Andes, John Hoyt, John Dehner, Val Dufour, Richard Jaeckel, Sir Cedric Hardwicke, Augusta Dabney, Mary Anderson, Peg Hillias and Ann Harding.

Also Geraldine Page, Ann Doran, Gloria Talbott, Judith Evelyn, Judy Canova, Claire Luce, Margaret O'Brien, Irene Hervey, Sarah Churchill, Billie Burke, Elaine Stritch, Raphael Campos, Arthur O'Connell, Richard Boone, Eddie Firestone, Leo Durocher and Chuck Connors.

Also, John Conte, Richard Arlen, Harry Carey Jr., Alan Hale, Jr., Robert Middleton, Gene Lockhart, Dick Crenna, Ernest Truex, Alan Mowbray, Darren McGavin, Frances Reid, Marcia Henderson, Sylvia Field, Lee Meriwether, Helen Wescott, Jean Parker, Dorothy Shay and Marilyn Erskine.

Actors and actresses who have won increased recognition in the profession as a result of their "NBC Matinee Theater" appearances, include: Sally Brophy, Angie Dickinson, Caroline Craig, Karen Sharpe, Mike Miller, Robert Sampson, Peter Hanson, Craig Hill, Tommy Kirk, Scott Marlowe, Olive Sturgess, Ann Carol, Cynthia Baxter, Sally Todd, Ray Stricklyn, Jacqueline Holt and Mercedes Shirley.

New writers introduced by the program include Myer Dolinsky, Mort Thaw, Speed Lamkin, John Boruff, Arnold Auerback, Betty Grove, Dean Harens, Joseph Caldwell, Glen and Elaine Wolf, David Chandler and Don Symington.

(more)

Well-known writers whose plays have been used include Rod Serling, Gore Vidal, Frank Gilroy, Michael Dyne, H.R. Hays, William McCleery, Ellis St. Joseph, Laurence Hazard, Dale Wasserman, David Davidson, N. Richard Nash, Zoe Akins, Arnold Shulman, Kathleen and Robert Howard Lindsay, Lois Jacoby, Helene Hanff, Elihu Winer, Harold Callen and Nicholas Baehr.

"NBC Matinee Theater" has presented six classics -- "The Man Without a Country," "The Aspern Papers," "The Courtship of Miles Standish," "Wuthering Heights," "The Shot" and "Mating of Watkins Tottle." There have been 46 contemporary dramas, nine period plays, one romantic drama, six comedy dramas, 16 comedies, two period comedies, one musical comedy, two romantic comedies, one period mystery melodrama, two mysteries, one science fiction play, one melodrama, two suspense dramas, one fantasy and three mystery melodramas.

These 100 programs represent 79 color telecasts, 18 kinescopes, two live black and white telecasts and one color film. Th 20 weeks and two days of programming is the equivalent of two-and-a-half seasons of full-hour dramas in color by the conventional once-a-week evening slottings. The 80 hours of color telecasting would add up to 54 Spectaculars of 90 minutes each.

-----o-----

NBC-New York, 3/15/56

NBC RADIO AFFILIATE WTIC (HARTFORD, CONN.) WINS duPONT AWARD FOR MERITORIOUS SERVICE

FOR RELEASE: SATURDAY A.M., MARCH 17

An affiliate of the National Broadcasting Company, Radio Station WTIC in Hartford, Conn., has won an Alfred I. duPont Award for "meritorious service to the American people" during 1955.

The station was commended for "the variety and excellence of program designed to inform its public and to serve the educational, cultural, and social needs of the community, including, specifically, the furtherance of the cause of better schools; the realistic and socially useful presentation of teen-age programs; the encouragement of young livestock farmers, with financial aid to them; the enlightened undertaking to bring the intellectual resources of Yale University to its listeners; and the thorough and comprehensive reporting of local events and interests."

-----o-----

IT'S WORK AND PLAY FOR ALEX DREIER IN HAWAII

NBC Newsman Alex Dreier will leave his Chicago post March 28 for a two-week "vacation-with-work" in Honolulu.

During his trip, Dreier will make some tape recordings, which will be shipped back for use on his radio network news shows.

Jim Hurlbut will substitute for Dreier on the MAN-ON-THE-GO newscast (NBC Radio network -- except WRCA -- 7 p.m., EST, Monday through Friday) and John Holtman will take over the DAILY MORNING NEWS COMMENTARY program (NBC Radio split network -- except WRCA -- 8 a.m., EST).

-----o-----

NBC-New York, 3/15/56

'CHET HUNTLEY REPORTING,' NEW NBC RADIO SERIES, TO BE PRESENTED MONDAYS THROUGH THURSDAYS

NBC Radio will present CHET HUNTLEY REPORTING, a 10-minute program of news and commentary, beginning Monday, March 26 (Monday-Thursday, 10:05-10:15 p.m., EST). Huntley, a George Foster Peabody Award winner, will make his coast-to-coast television debut a week later as the star of OUTLOOK, a Sunday afternoon news show (NBC-TV, 2:30-3 p.m., EST). As a warm-up for his own shows, he will substitute for the vacationing Henry Cassidy on WORLD NEWS ROUNDUP (Monday-Friday, NBC Radio network -- except WRCA -- 8-8:15 a.m.; WRCA only, 7:30-7:45 a.m., EST) during the week of March 19.

'TWISTED CROSS' REVIEW AND INTERVIEWS BEAMED ABROAD BY VOICE OF AMERICA

The Voice of America is beaming to Germany today a review of THE TWISTED CROSS, NBC Television's story of the rise and fall of Adolf Hitler as re-created through hitherto-impounded German news film. (NBC telecast the Hitler story last night, March 14, at 9 p.m., EST).

A German-language interview with Richard Hanser, co-author of the script with the program's producer Henry Salomon, also has been taped by Voice of America for broadcast to Germany. David Berger speaks with Hanser about the aims of "The Twisted Cross" and the network's large-scale "Project 20" from which it stems.

------o-----

NBC-New York, 3/15/56

Nancy Herbert (2)
320

TRADE NEWS

A SERVICE OF RCA

March 16, 1956

1956 SCHEDULE OF NCAA FOOTBALL ON NBC TELEVISION IS ANNOUNCED

Attention: TV Editors and Sports Desks

The 1956 schedule of collegiate football telecasts to be carried nationally by the NBC Television Network was announced today (Friday, March 16) by Tom S. Gallery, NBC sports director, and Howard Grubbs, chairman of the Television Committee of the National Collegiate Athletic Association.

NBC was awarded the 1956 TV rights at the meeting of the television committee last week in New York. This Fall will mark the fifth time that NBC has televised the NCAA-approved schedule -- the other years were 1951, 1952, 1953 and 1955.

One unusual feature of the 1956 program is the two-game setup for Thanksgiving Day. Two different contests will be carried on a split-network basis, one in the Eastern half of the country and the other in the West. The other seven dates are all Saturday afternoons. The big game on the schedule -- and what looms as the season's number one football event -- is the Oct. 27 attraction -- Notre Dame against Oklahoma.

(more)

Other grid powers from all sections of the nation and several classic rivalries are on the TV slate. The list of 18 teams includes four from the Pacific Coast Conference, two each from the Big Ten, Ivy League, Southeastern and Southwest Conferences, one from the Big Seven and five independents.

Launching the "Game of the Week" telecasts on Saturday, Sept. 22, will be a Southeastern Conference battle between Georgia Tech and Kentucky. Tech, this year's Sugar Bowl victor, has never lost a nationally televised football game. Two weeks later, on Saturday, Oct. 6, the Southwest Conference contest between Texas Christian, led by All-American halfback Jim Swink, and Arkansas will follow NBC-TV's telecast of the World Series.

Scheduled for Saturday, Oct. 27, is the intersectional clash between Notre Dame and Oklahoma at South Bend, Ind. The Sooners, top team in 1955 and Orange Bowl winner Jan. 2, have 30 consecutive victories over a three-year span and were last defeated by the Fighting Irish, in 1953. The Big Ten race will be heading down the stretch by Saturday, Nov. 10, and the TV attraction that date will feature one of the five conference games, to be selected later.

The Thanksgiving Day arrangement Thursday, Nov. 22, calls for televising two traditional rivalries -- the 63rd meeting of Penn and Cornell in the East and the intra-state clash between Oregon and Oregon State in the West. Los Angeles' annual football feud between UCLA and Southern California follows on Saturday, Nov. 24. The Pacific Coast Conference battle will match the Bruins' Ronnie Knox against the Trojans' Jon Arnett.

Army and Navy meet on the gridiron for the 57th time on Saturday, Dec. 1, in Philadelphia's huge Municipal Stadium. Concluding

(more)

[illegible] Ghana [illegible] Ministry of the Interior [illegible] 1957 [illegible] 1957 [illegible] 1957

the schedule is the Saturday, Dec. 8 tussle between Miami and Pittsburgh, two of the nation's top independent teams.

The NCAA football plan also calls for regional telecasts on five Saturdays between Sept. 22 and Dec. 8. They are Sept. 29, Oct. 13, Oct. 20, Nov. 3 and Nov. 17. Arrangements for telecasts on these dates will be made by the various NCAA districts.

The schedule of national telecasts is as follows:

Saturday, Sept. 22 -- Kentucky vs. Georgia Tech at Lexington, Ky.

Saturday, Oct. 6 -- Texas Christian vs. Arkansas at Fort Worth, Tex.

Saturday, Oct. 27 -- Notre Dame vs. Oklahoma at South Bend, Ind.

Saturday, Nov. 10 -- Big Ten game (to be selected).

Thursday, Nov. 22 -- Pennsylvania vs. Cornell at Philadelphia, Pa. (East).
Oregon State vs. Oregon at Corvallis, Ore. (West).

Saturday, Nov. 24 -- UCLA vs. Southern California at Los Angeles, Calif.

Saturday, Dec. 1 -- Army vs. Navy at Philadelphia, Pa.

Saturday, Dec. 8 -- Miami vs. Pittsburgh at Miami, Fla.

-----o-----

NBC-New York, 3/16/56

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC'S "ASSIGNMENT: INDIA" WINS LONG ISLAND UNIVERSITY'S GEORGE POLK AWARD FOR OUTSTANDING TV REPORTING

The National Broadcasting Company's color television program "Assignment: India," has been named by Long Island University as the winner of the 1955 George Polk Memorial Award for "outstanding television reporting."

The television award was one of ten awards -- the only one in the TV-radio field -- voted by the L.I.U. Department of Journalism faculty and announced Thursday, March 15, by Dr. Theodore E. Kruglak, head of the journalism faculty and provost of the L.I.U. Brooklyn (N.Y.) Center.

"Assignment: India" was cited by the judges as "a fascinating and highly educational study of a vast nation caught in the throes of vast change."

The program, which was presented by NBC-TV on Thanksgiving Day, Nov. 24, and was repeated on Christmas Day, was filmed in color and was narrated by Chester Bowles, former United States Ambassador to India and former Governor of Connecticut.

The program has been described by Davidson Taylor, NBC Vice President in charge of Public Affairs, as a dramatic experiment in "byline" television.

(more)

"Magazine readers and readers of non-fiction books have long been accustomed to articles or volumes by famed authorities on subjects that they understand from vivid first-hand experience," Mr. Taylor said, "but never before has the byline concept of non-fiction journalism been translated into color and moving pictures and music and sound."

Ted Mills was producer-director of "Assignment: India" and Robert Graff was field director and associate producer. W. Suschitzsky and Malcolm Gasper did the photography and Frederick Muehl the continuity.

-----o-----

NBC-New York, 3/16/56

NBC TELEVISION NEWS
A SERVICE OF RCA

March 16, 1956

"PETER PAN" FIRST, "NIGHTMARE IN RED" AND "SLEEPING BEAUTY"
TIED FOR SECOND, AS "FAVORITE SINGLE TV SHOWS"
IN CHICAGO AMERICAN "VIEWERS' CHOICE" POLL

The sixth annual Chicago American "Viewers' Choice" poll of TV popularity, announced yesterday, named NBC telecasts as the three "favorite single TV shows." The three, all telecast by NBC-TV, were "Peter Pan," in first place, and "Nightmare in Red" and "Sleeping Beauty," which tied for second.

The colorcast of the musical version of Sir James M. Barrie's "Peter Pan," starring Mary Martin and Cyril Ritchard, was presented on "Producers' Showcase," March 7, 1955, and repeated Jan. 7, 1956. "Nightmare in Red," the first authentic reconstruction of the drama of Communism inside Russia, recreated by the network's "Project 20" through news film, was telecast Nov. 27, 1955, and repeated Jan. 24, 1956. The Sadler's Wells Ballet production of "Sleeping Beauty" was colorcast on "Producers' Showcase" Dec. 12, 1955.

Janet R. Kern is TV-Radio editor of the Chicago American.

-----o-----

NBC-TV NEWS

CORRECTION, PLEASE!

Please note the following corrections in the Credit List for "The Taming of the Shrew," to be colorcast on the HALLMARK HALL OF FAME Sunday, March 18, 4-5:30 p.m., EST:

Program Supervisor.....JOSEPH CUNNEFF
Editorial Supervisor.....S. MARK SMITH
Associate Director.....ADRIENNE LURASCHI

NBC-New York, 3/16/56

NBC TRADE NEWS
A SERVICE OF RCA

March 19, 1956

MILTON BERLE WILL BE AVAILABLE FOR FOUR SPECIAL NBC-TV SHOWS
--ALL OF THEM PROBABLY IN COLOR--IN 1956-57 SEASON

Although he had originally requested a year's hiatus after starring in more than 350 hour-long live television shows the past eight years, Milton Berle has agreed to make himself available for not more than four special top-budgeted one-hour programs during the coming season, NBC announced yesterday.

The Milton Berle programs for 1956-57 will probably be in color, according to Richard A.R. Pinkham, NBC Vice President in charge of Television Network Programs, and will be major productions scheduled as highlights of the coming season. Berle this season became the first major comedian to switch to color on a regular basis.

Berle will thus be free to consider offers from Broadway and Hollywood for musicals, plays and motion pictures and to develop and produce new program ideas as part of his existing 30-year lifetime contract with the National Broadcasting Company.

Berle began his spectacular television career in June of 1948, almost immediately establishing Tuesday night as a national viewing habit and spurring the country into mass purchases of TV sets in the infant days of the industry.

Berle has four more color telecasts scheduled for the present season. His next show will be April 3, and will originate aboard an aircraft carrier in San Diego harbor.

-----o-----

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC TRADE NEWS
A SERVICE OF RCA

March 19, 1956

NBC PROGRAMS AND PERSONALITIES WIN 18 'EMMY' AWARDS FROM ACADEMY OF TELEVISION ARTS AND SCIENCES

NBC received 18 honors in the annual awards of the Academy of Television Arts and Sciences as announced Saturday, March 17, at dinners in the Hotel Waldorf-Astoria in New York and the Pan Pacific Auditorium in Hollywood. A major part of the event was carried over NBC-TV (9-10:30 p.m., EST) in pickups from both points.

NBC's awards best single program of the year, best contribution to daytime programming, best emcee, best comedienne, best producer, best musical contribution, best singer, in both male and female categories, best dramatic series, and best music series.

The full list of awards follows:

Best single program of the year 1955: "Peter Pan." (NBC)

Best actress in continuing performance: Lucille Ball.

Best actor in a continuing performance: Phil Silvers.

Best actress in a single performance: Mary Martin in 'Peter Pan.' (NBC)

Best actor in a single performance: Lloyd Nolan in "Caine Mutiny Court Martial."

Best actor in a supporting role: Art Carney in "Honeymooners."

Best actress in a supporting role: Nanette Fabray on "Caesar's Hour." (NBC)

(more)

Best contribution to daytime programming: "NBC Matinee Theater."

Best Emcee or program host: Perry Como. (NBC)

Best Choreographer: Tony Charmoli ("Show Biz," "Your Hit Parade"). (NBC)

Best comedian: Phil Silvers.

Best comedienne: Nanette Fabray. (NBC)

Best director of a film series: Nat Hiken ("You'll Never Get Rich")

Best director of a live series: Franklin Schaffner ("Jubilee").

Best producer of a film series: Walt Disney.

Best producer of a live series: Fred Coe. (NBC)

Best specialty act, single or group: Marcel Marceau. (NBC)

Best news commentator or reporter: Edward R. Murrow.

Best musical contribution: "Love and Marriage" by Sammy Cahn and James Van Heusen. For "Our Town." (NBC)

Best male singer: Perry Como. (NBC)

Best female singer: Dinah Shore. (NBC)

Best original teleplay writing: Rod Serling. (NBC)

Best comedy writing: Nat Hiken.

Best television adaptation: Paul Gregory and Franklin Schaffner for "Caine Mutiny Court Martial."

Best special event or news program: "A" Bomb coverage by CBS.

(more)

Best variety series: "The Ed Sullivan Show."

Best dramatic series; "Producer's Showcase." (NBC)

Best comedy series: Phil Silvers.

Best music series: "Hit Parade." (NBC)

Best action or adventure series: "Disneyland"

Best documentary program: "Omnibus."

Best Children's Series: "Lassie."

Best audience participation series: "$64,000 Question."

Best art direction of a live series: Otis Riggs for "Playwrights '56" and "Producers' Showcase." (NBC)

Best art direction of a film series: William Ferrari for "You Are There."

Best cinematography for television: "Medic." (NBC)

Best engineering technical achievement: RCA Tricolor picture tube which made the commercial color receiver practical. (NBC)

Best editing of a television film: Edward W. Williams for "Alfred Hitchoock Presents."

Best camera work on a live show: T. Miller for "Studio One."

-----o-----

NBC-New York, 3/19/56

NBC TRADE NEWS
A SERVICE OF RCA

March 19, 1956

BIGGEST PRODUCTION EVER ATTEMPTED ON 'KRAFT TV THEATRE'
WILL BE 'A NIGHT TO REMEMBER,' STORY OF S.S. TITANIC

- - -

Claude Rains to Narrate Adaptation of Walter Lord Book;
Cast of 107 and 31 Different Sets Will Be Used

Claude Rains will be the narrator for "A Night to Remember," the biggest production ever attempted by KRAFT TELEVISION THEATRE in its eight-year history (NBC-TV, Wednesday, March 28, 9 p.m., EST).

The dramatization of Walter Lord's best-selling book of the sinking of the S.S. Titanic, will have a cast of 107, including 72 speaking parts. The production will use 31 different sets. Several of them will be re-creations of the luxurious interior of the huge ill-fated liner; others will be built in specially devised tanks of water.

Mr. Rains will provide a step-by-step narration in the authentic dramatization of the final hours of the Titanic and those passengers who sailed aboard her on the tragic maiden voyage.

The "unsinkable" luxury liner struck an iceberg in the North Atlantic April 14, 1912, and buried itself two miles beneath a freezing sea, taking 1,503 passengers to their death.

-----o-----

NBC-New York, 3/19/56

NBC TELEVISION NEWS
A SERVICE OF RCA

March 16, 1956

34,000,000 VIEWERS SAW 'THE TWISTED CROSS' ON NBC

Audience Was Largest to Witness a One-Shot Documentary on Any Network

--

An estimated 34,000,000 viewers witnessed "The Twisted Cross," Henry Salomon's "Project 20" program based on the rise and fall of Adolf Hitler, which was telecast over NBC Wednesday evening, March 14, (9-10 p.m., EST).

The huge audience represented the largest number of viewers ever to witness a one-shot documentary program on any network. On a rating basis the program decisively outranked all competing shows on other networks, including those regularly scheduled shows which often attain the top ten rating lists.

Davidson Taylor, Vice President in charge of Public Affairs for NBC, said: "'The Twisted Cross' raised sets-in-use 10 per cent above those normally tuned-in during this time period and drew an additional 15,000,000 television viewers to NBC. The giant-sized audiences of 'The Twisted Cross,' and 'Richard III' last Sunday, are especially gratifying because they confirm NBC's strong belief in programming for all viewers, not just the heavy habit ones.

(more)

These audiences clearly show also that the nation's viewers are interested not only in situation comedies and panel shows, but in special informational and cultural shows as well."

Marking up even another success story for the current year, "The Twisted Cross" represented the initial entry into network television of its advertiser, the North American Philips Company, Inc., through its advertising agency, C. J. LaRoche & Company, Inc.

-----o-----

NBC - New York, 3/16/56

NBC TRADE NEWS

A SERVICE OF RCA

March 20, 1956

ELECTRONIC COMPUTING MACHINES TO AID SWIFTNESS OF CAMPAIGN AND ELECTION COVERAGE OF NBC NEWS

NBC News has made arrangements with the Teleregister Corp. to obtain a large bank of instantaneous computing machines which will give immediate vote totals at any time during the national political conventions in August and during the November elections.

During the election coverage, the Teleregister machines will occupy an area 75 by 10 feet and will be operated by skilled electronic calculator operators. As the returns come in, the operators will simply punch in the latest reports on their machines and the new totals will automatically appear.

(more)

ON THE CREDIT SIDE

Cast and credits for "Heaven Will Protect the Working Girl" are included in this mailing on yellow-tinted paper. The Max Liebman-produced program will be presented in color and black and white on the SUNDAY SPECTACULAR of March 25 (NBC-TV, 7:30-9 p.m., EST).

The machines will be set up in nine "bays." Eight of the bays will be devoted to individual state totals. The ninth will be used for national figures on electoral and popular votes. Each of the eight bays will give totals for six states. The number of electoral votes for each state will be recorded next to the state name. Beneath this will be the up-to-the-minute reports on number of popular votes and percentage of votes cast.

NBC-TV cameras, moving back and forth in front of the bays, will thus present the viewing audience with the latest state totals and the total U.S. vote as displayed in the ninth "national" bay.

For the Democratic and Republican conventions, only one Teleregister bay will be needed. The cumulative delegate totals for each candidate will appear as soon as the individual state votes are officially recorded.

-----o-----

NBC-New York, 3/20/56

CAST AND CREDITS FOR SUNDAY SPECTACULAR-- 'HEAVEN WILL PROTECT THE WORKING GIRL'--TO BE PRESENTED BY MAX LIEBMAN SUNDAY, MARCH 25, 7:30 TO 9 P.M., EST IN COLOR AND IN BLACK AND WHITE ON NBC-TV

CAST

Bert Lahr

Janet Blair

Bob Carroll

Helen Gallagher

Tammy Grimes

Patricia Hammerlee

Tony Randall

Connie Russell

Nancy Walker

Host -- Art Linkletter

CREDIT LIST

PRODUCER-DIRECTOR:	Max Liebman
ASSOCIATE PRODUCER-DIRECTOR:	Bill Hobin
CHOREOGRAPHER:	James Starbuck
WRITERS:	William Friedberg and Neil Simon
MUSIC DIRECTOR:	Charles Sanford
CHORAL DIRECTOR:	Clay Warnick
ORCHESTRAL ARRANGEMENTS:	Irwin Kostal

(more)

CAST AND CREDITS FOR SUNDAY SPECTACULAR--

'HEAVEN WILL PROTECT THE WORKING GIRL'--TO BE PRESENTED

BY MAX LIEBMAN SUNDAY, MARCH 25, 7:30 TO 9 P.M., EST

IN COLOR AND IN BLACK AND WHITE ON NBC-TV

CAST

Matt Lane

Janet Blair

Don Cornell

Helen Vallagher

Tommy Grimes

Patricia Hammerlee

Tony Kendall

Connie Kendall

Sonny Lanier

Host -- Art Linkletter

CREDIT LIST

PRODUCER-DIRECTOR:	Max Liebman
ASSOCIATE PRODUCER-DIRECTOR:	Bill Hobin
CHOREOGRAPHER:	James Starbuck
WRITERS:	William Bulenberg and Matt Simon
MUSIC DIRECTOR:	Charles Sanford
CHORAL DIRECTOR:	Clay Warnick
ORCHESTRAL ARRANGEMENTS:	Irwin Kostal

(more)

CHORAL ARRANGEMENTS:	Clay Warnick and Mel Pahl
COSTUMES:	Paul du Pont
SCENE DESIGN:	Frederick Fox
NBC SUPERVISOR:	Hal Janis
POINT OF ORIGINATION:	Colonial Theatre, New York
SPONSORS and AGENCIES:	U.S. Rubber Co. (Fletcher D. Richards Co., Inc.); Lewis-Howe Co. (Dancer, Fitzgerald and Sample, Inc.); the American Radiator and Standard Sanitary Corp. (Batten, Barton, Durstine and Osborn, Inc.); and the Maybelline Co. (Gordon Best and Co., Inc.).
NBC PRESS REPRESENTATIVE:	Betty Ann Lanigan

SKETCHES

1. "Heaven Will Protect the Working Girl" -- Helen Gallagher, Bob Carroll (offstage voice), singers and dancers.
2. "The Three Momentous Machines" -- Bert Lahr, Tony Randall, Nancy Walker, Connie Russell and Tammy Grimes.
3. "Date at 6:00" Song, "Make a Miracle" -- Janet Blair and Tony Randall.
4. "The Salesgirl and the Floorwalker" -- Bert Lahr, Tammy Grimes and Patricia Hammerlee.

(more)

5. "Weekend of a Private Secretary" -- Nancy Walker, singers and dancers.
6. "Breakfast in Bed" -- Helen Gallagher, singers and dancers.
7. "The Girls' Shower" -- Nancy Walker, Patricia Hammerlee, Helen Gallagher, Tammy Grimes, Connie Russell.
8. "Tango Palace Girl" -- Connie Russell.
9. "Subway Incident" -- Tony Randall, Nancy Walker.
10. "Poor Young Girl" -- Bert Lahr.
11. "I Found a Million Dollar Baby" -- Janet Blair and Bob Carroll.
12. "Cavalcade of Working Girl Songs" -- Bob Carroll and entire company.

-----o-----

NBC-New York, 3/20/56

"Diamond of a Private Secretary" -- Nancy Walker, singers and dancers.

"Breakfast in Bed" -- Helen Gallagher, singers and dancers.

"Toe Girls' Shower" -- Nancy Walker, Patricia Hammerlee, Helen Gallagher, Tommy Grimes, Donald Russell.

"Tango Palace Girl" -- Donald Russell.

"Subway Incident" -- Tony Randall, Nancy Walker.

"Poor Young Girl" -- Mary Lahr.

"I Found a Million Dollar Baby" -- Janet Blair and Dan Carroll.

"Cavalcade of Working Girl Scenes" -- Bob Carroll and entire company.

BBC-New York, 3/23/50

MONITOR

THE NBC WEEK-END RADIO SERVICE

'MONITOR' WILL HAVE ITS COUNTERPART IN AUSTRALIA

- - -

And NBC Radio Will Offer 'Down Under' Features in U.S.A.

MONITOR -- the name and format of NBC Radio's weekend service -- will soon be broadcast in Australia by the MacQuarie Broadcasting Company.

John Cleary, Program Director of the NBC Radio Network, announced today that the MacQuarie firm has obtained the right to use the title and program pattern for its operation in Australia.

"We anticipate," Mr. Cleary stated, an interchange of material, with "Monitor" using Australian features of interest to its American audience and the MacQuarie stations utilizing many of our features."

"Monitor" will also draw heavily upon Australian sports features, particularly the 1956 Olympics and the Davis Cup tennis matches. According to Al Capstaff, executive producer of "Monitor," the NBC weekend service will soon offer sports features on such Australian figures as miler John Landy and tennis stars Ken Rosewall and Lew Hoad. The arrangement will also give "Monitor" access to 1956 Olympic coverage by the MacQuarie Company's key station, 2GB Sydney.

Burt Button, manager of 2GB; Paul Talbot, President of Freemantle Overseas Radio and Television Inc.; Mr. Cleary; Mr. Capstaff; Nick Gilles operations manager of "Monitor"; Gene Alexie, business manager of "Monitor," and John Shute of the NBC Legal Department, took part in the formulation of the agreement.

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC-New York, 3/20/56

ARLENE FRANCIS HEADED ABROAD FOR 'HOME' FEATURES ON ROYAL MONACO WEDDING AND FILMS OF THE CITY OF AMSTERDAM

Arlene Francis, star of NBC-TV's HOME program (Mondays-Fridays, 11 a.m. to 12 noon, EST), will fly to Europe on Friday, April 13, to report directly for viewers on the marriage of film star Grace Kelly to Prince Rainier of Monaco, and to take special films based on the homelife, customs and typical daily activities in the City of Amsterdam.

"Home's" film supervisor, Phillips Wylly, will precede Miss Francis to Amsterdam by several days and will arrange for films to be taken after her arrival. It is expected that they will obtain enough footage to be shown as a daily feature for 5 consecutive days on "Home."

Wylly and Miss Francis will arrive in Monaco early on Monday, April 16 to begin coverage of the Grace Kelly-Price Rainier wedding story. They will shoot films which will be flown back to New York and shown daily on "Home" and in addition, Miss Francis will be heard each day during the week, Monday through Thursday (April 16-19), with reports, interviews, descriptions of preparations, special celebrations and both the civil and religious ceremonies on April 18 and 19.

If necessary, Miss Francis will return to Amsterdam for additional filming on her way back to New York.

-----o-----

NBC-New York, 3/20/56

NBC TELEVISION NEWS
A SERVICE OF RCA

NBC Color Telecast Schedule

(March 25-31)

Sunday, March 25

7:30-9:00 p.m., EST -- THE SUNDAY SPECTACULAR -- Max Liebman Presents "Heaven Will Protect the Working Girl," a series of highlights in the lives of America's working girls, past and present. Bert Lahr, Janet Blair, Bob Carroll, Helen Gallagher, Tammy Grimes, Patricia Hammerlee, Tony Randall, Connie Russell and Nancy Walker are spotlighted. Art Linkletter will act as host.

Monday March 26

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Silent Partner" by Joseph Liss.

5:30-6:00 p.m., EST -- HOWDY DOODY.

Tuesday, March 27

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Winter in April" by Robert Nathan.

5:30-6:00 p.m., EST -- HOWDY DOODY.

Wednesday, March 28

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Bread upon the Waters, adapted for television by Nicholas Baehr from a story by Ray Lukshis

5:30-6:00 p.m., EST -- HOWDY DOODY.

Thursday, March 29

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Giant Killer" by Joseph Caldwell.

(more)

Thursday, March 29 (Cont'd)

5:30-6:00 p.m., EST -- HOWDY DOODY.

10:00-11:00 p.m., EST -- LUX VIDEO THEATRE -- "It Started With Eve," starring David Janssen.

Friday, March 30

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Book of Ruth," Howard Rodman's television version of the classic Bible story. Starring Fay Bainter and Sarah Churchill.

5:30-6:00 p.m., EST -- HOWDY DOODY.

Saturday, March 31

9:30-10:00 p.m., EST -- TEXACO STAR THEATRE -- Starring Jimmy Durante with special guest Charles Boyer.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55- 9:00 a.m.	-- WRCA-TV WINDOW
through	9:20- 9:40 a.m.	-- JOSIE'S KITCHEN
Friday	9:55-10:00 a.m.	-- WRCA-TV WINDOW
	2:50- 3:00 p.m.	-- JINX'S DIARY
	6:45- 6:50 p.m.	-- TEX ANTOINE
	11:10-11:15 p.m.	-- TEX ANTOINE

-----o-----

NBC-New York, 3/20/56

AN HONOR FOR 'MEET THE PRESS'

NBC's MEET THE PRESS program has been awarded the Ohio Educational Association's Radio Award "for outstanding contribution to public education" during 1955. Lawrence E. Spivak, producer and permanent panel member on the show, received a bronze plaque, shaped like the state of Ohio and bearing the award inscription. "Meet the Press" is presented by NBC-TV, Sundays, 6-6:30 p.m., EST, and at the same time on NBC Radio's MONITOR.

-----o-----

CHERRY CHURCHILL TAKES POST AS SHOPPING NEWS EDITOR OF 'HOME'

Cherry Churchill, who for the past year has been the Do-It Yourselves Editor and the Assistant Home Planning Editor of "Bride-to-Be Magazine," has assumed her duties as the new Shopping News Editor on NBC-TV's HOME. Miss Churchill replaces Anne Berry, who has retired.

Miss Churchill is a native of Berea, Ky., a graduate of Pomona College, Claremont, Calif. and the School of Interior Design in New York City. Before her association with "Bride-to-Be," she was assistant merchandise editor of "Living for Young Homemakers Magazine;" assistant to the director of the publicity department of Bloomingdale's Department Store, New York, handling home furnishings; on the training squad of Bloomingdale's; and for three years, a stage and television actress. In 1951 and 1952 she assisted her husband on a photographic assignment which took them on an extensive tour through South America, Portugal, Spain, France, Italy, Switzerland and England.

Miss Churchill is married to Paul A. Belanger, TV producer-director. They have one son, Carroll Adrien, age 3.

-----o-----

NBC-New York, 3/20/56

AN HONOR FOR 'HERE THE PRESS'

NBC's HEAT THE PRESS program has been honored by the Ohio
ational Association's Radio Award for outstanding contributions
ublic education during 1954. Lawrence E. Gilmer, producer and
ame panel member of the show, received a license plaque, shared
the state of Ohio and deserving the award presentation. "Here the
" is presented by NBC-TV, Sundays, [illegible] p.m., [illegible], and at low
time on NBC Radio's [illegible].

[illegible] CHURCHILL TAKES POST AS SHOPPING HOME EDITOR ON 'HOME'

Cherry Churchill, who for the past year has been the Do-It
selves Editor and the Assistant Home Planning Editor of "Brides
agazine," has assumed her duties as the new Shopping News Editor
C-TV's HOME. Miss Churchill replaces Mrs Cherry, who has [illegible]

Miss Churchill is a native of Reno, Ill., a graduate of
ne Tallaga, Claremont, Calif., and the School of Interior Design
ew York City. Before her association with "Bride-to-Be," she was
stant merchandise editor of "Living for Young Homemakers Magazine
stant to the director of the publicity department of Bloomingdale
rtment Stores, New York, handling home furnishings, on the trainin
of Bloomingdale's, and for three years, a stage and television
ase. In 1951 and 1952 she assisted her husband on a photographic
gement which took them on an extensive tour through South America
ugal, Spain, France, Italy, Switzerland and England.

Miss Churchill is married to Paul A. Bolinger, TV producer
tor. They have one son, Carroll Adrian, age 5.

NBC TRADE NEWS

A SERVICE OF RCA

NBC USES A PRIVATE CORPORATION TO ASSURE COMPLETE COVERAGE OF WEATHER REPORTS

NBC-TV and NBC Radio are the only networks using a private corporation to obtain weather predictions and reports.

The private firm, the Weather Corporation of America, located in St. Louis, uses the combined services of the Weather Bureau, the Air Force, the Navy and Coast Guard, plus daily reports from foreign countries and ships at sea, and additional reports from the Civil Aeronautics Authority teletypes.

Every six hours W.C.A. receives extensive reports from all over the North American continent and from the Atlantic and Pacific Oceans. Their staff then analyzes the reports, predicts the weather for the next six-hour period and teletypes the data to NBC.

This specialized private service has received favorable comment from the public, according to William R. McAndrew, Director of NBC News, particularly in connection with predictions concerning Hurricane Connie, when NBC continued broadcasting an alert after other agencies had withdrawn the warning.

In addition to supplying normal temperature, humidity and general climatic conditions for the whole country, W.C.A.also provides NBC News with tides, wave heights and foreign city temperatures.

-----o-----

NBC-New York, 3/21/56

NBC-TV AND RADIO TO CARRY TALK BY TRUMAN

Former President Harry S. Truman will speak on the current international situation in an address to be broadcast by NBC Television and Radio on Tuesday, April 3. NBC Radio will carry it from 10:30 to 11 p.m., EST; NBC-TV from 11:30 to 12 mid., EST.

Mr. Truman will be speaking on this occasion before the Overseas Press Club in the Sheraton-Astor Hotel, New York. Louis P. Lochner, the club's president, will introduce him. (NOTE: The program will be pre-recorded earlier in the evening for presentation at these times.)

NBC WASHINGTON COMMENTATOR EARL GODWIN HONORED WITH CITATION FROM THE REPUBLIC OF KOREA

NBC Commentator Earl Godwin was honored yesterday by the Republic of Korea in a special ceremony at the Korean Embassy in Washington.

William R. McAndrew, Director of NBC News, received an invitation from the honorable You Chan Yang, Korean Ambassador, which read in part as follows: "As friends and admirers of Mr. Godwin, as is my great president, Syngman Rhee, and the people of our country, would it be possible for you to attend the ceremony and to hear the citation which it is my privilege to read to him, when, as Korean Ambassador in this country, I confer upon him the memento which expresses the deep feeling of gratitude all Koreans have for him?"

Mr. Godwin, of the NBC Washington bureau, has been with NBC News for 20 years and is regarded professionally as a dean in the newscasting field.

-----o-----

NBC-New York, 3/21/56

NBC-TV AND RADIO TO CARRY TALK BY TRUMAN

Former President Harry S. Truman will speak on the current international situation in an address to be broadcast by NBC Television and Radio on Tuesday, April 3. NBC Radio will carry it from 10:30 to 11 p.m., EST. NBC-TV from 11:30 to 12 mid., EST.

Mr. Truman will be speaking on this occasion before the Overseas Press Club in the Sheraton-Astor Hotel, New York. Paul T. Lochner, the club's president, will introduce him. NOTE: The program will be pre-recorded earlier in the evening for preservation at these times.)

NBC WASHINGTON COMMENTATOR EARL GODWIN HONORED WITH CITATION FROM THE REPUBLIC OF KOREA

NBC Commentator Earl Godwin was honored yesterday by the Republic of Korea in a special ceremony at the Korean Embassy in Washington.

William R. McAndrew, Director of NBC News, received an invitation from the honorable Yeo Chan Yang, Korean Ambassador, which in part as follows: "As friends and admirers of Mr. Godwin, the Great President, Syngman Rhee, and the people of our country, it be possible for you to attend the ceremony and to hear the citation which it is my privilege to read to him, when, as Korean Ambassador in this country, I confer upon him the memento which expresses the deep feeling of gratitude all Koreans have for him."

Mr. Godwin, of the NBC Washington Bureau, has come with NBC for 20 years and is regarded professionally as a dean in the newsgathering field.

NBC
SERVICE OF RCA
color television presents

PRODUCERS' SHOWCASE

March 21, 1956

A LITERAL 'SHOWCASE' FOR AWARDS

Most honored show in the recent "Emmy" awards of the Academy of Television Arts and Sciences proved to be the NBC PRODUCERS' SHOWCASE, which received a grand total of six separate awards.

They were for the best dramatic series; the best single program of the year 1955: "Peter Pan;" best actress in a single performance: Mary Martin in "Peter Pan;" best producer of a live series: Fred Coe; best musical contribution: "Love and Marriage" from "Our Town;" and best art direction of a live series: Otis Riggs for both "Producers' Showcase" and "Playwrights 56."

"Producers' Showcase" (a colorcast series) made its debut Oct. 18, 1954, with "Tonight at 8:30."

academy of
motion picture arts
and sciences awards on
television and radio
wednesday march 21
10:30 pm (est)

28TH ANNUAL ACADEMY AWARDS

NBC

March 22, 1956

OSCARS

'MARTY,' MOTION PICTURE WHICH STARTED AS AN NBC TELEVISION PLAY, WINS FOUR AWARDS IN CEREMONIES PRESENTED ON NBC RADIO AND TV; ESTIMATED AUDIENCE OF 46 MILLION TV VIEWERS SAW EVENT

"Marty," the motion picture based on a TV play of the same name first presented on "The Goodyear Television Playhouse" over NBC-TV May 24, 1953, completed the full circle from NBC back to NBC when it received four "Oscars" last night at the annual awards presentation of the Academy of Motion Picture Arts and Sciences. The program, which originated in Hollywood and New York, was carried by NBC-TV and Radio (10:30 p.m.-12:15 a.m., EST). It reached an estimated audience of 46 million on television alone.

The "Marty" awards were for best motion picture of the year (produced by Harold Hecht for Hecht and Lancaster Steven Productions), best performance by an actor (Ernest Borgnine), best achievement in directing (Delbert Mann) and best screenplay (Paddy Chayefsky, who adapted his own teleplay).

Other awards went to Anna Magnani for best actress in "The Rose Tattoo"; Jack Lemmon, for best supporting actor, in "Mr. Roberts," and Jo Van Fleet, best supporting actress, for "East of Eden." "Love

(more)

Is a Many-Splendored Thing," with music by Sammy Fain and lyrics by Paul Francis Webster, won the best song award.

For the best music score of a dramatic or comedy picture: "Love Is a Many-Splendored Thing," Alfred Newman.

For the best scoring of a musical picture: "Oklahoma!" Robert Russell Bennett, Jay Blackton and Adolph Deutsch, Rodgers and Hammerstein Pictures, Inc.

For the best achievements in short subjects:

One reel -- "Survival City," 20th Century-Fox, Edmund Reek, producer.

Two reels -- "The Face of Lincoln," Cavalcade Pictures, Inc., Wilbur T. Blume, producer.

Cartoons -- "Speedy Gonzales," Warner Bros., Edward Selzer, producer.

For the best achievement in sound recording: "Oklahoma!" Fred Hynes, Todd-AO.

For the best achievement in special effects: "The Bridges at Toko-Ri," John Fulton, Paramount.

For the best motion picture story: "Love Me or Leave Me," Daniel Fuchs, M-G-M.

For the best story and screenplay: "Interrupted Melody," William Ludwig and Sonya Levien, M-G-M.

Set decoration:

Black and white -- "The Rose Tattoo," Sam Comer and Arthur Krams.

Color films -- Robert Priestley, Columbia.

Best achievement in art direction of a black-and-white production: "The Rose Tattoo," Hal Pereira and Tambi Larsen, Paramount.

(more)

ny-Splendored Thing," with music by Jimmy Van and lyrics by
rnoque Webster, von the best song award.

For the best music score of a dramatic or comedy picture:
In a Many-Splendored Thing," Alfred Newman.

For the best scoring of a musical picture: "Oklahoma!"
Russell Hannah, Jay Blackton and Adolph Deutsch, Rodgers and
etcin Pictures, Inc.

For the best achievement in sound recording:

he seal -- "Survival City," 20th Century-Fox, Edmund Hansen,
producer.

o reel -- "The Face of Lincoln," Cavalcade Pictures, Inc.
Wilbur T. Blume, producer.

rtoons -- "Speedy Gonzales," Warner Bros., Edward Selzer
producer.

For the best achievement in sound recording: "Oklahoma!"
ynes, Todd-AO.

For the best achievement in special effects: "The Science
-R2," John Fulton, Paramount.

For the best motion picture story: "Love Me or Leave Me,"
Fuchs, M-G-M.

For the best story and screenplay: "Interrupted Melody,"
Lowell and Sonya Levien, M-G-M.

Set decoration:

lack and white -- "The Rose Tattoo," Sam Comer and Arthur Krams.
olor Films -- Robert Priestley, Columbia.

Best achievement in art direction of a black-and-white
tion: "The Rose Tattoo," Hal Pereira and James Leeson,
ne.

For the best achievement in art direction of a color production: "Picnic," William Flannery and Jo Mielziner, Columbia.

For the best achievement in cinematography of a black-and-white production: "The Rose Tattoo," James Wong Howe, Paramount.

For the best achievement in cinematography of a color production: "To Catch a Thief," Robert Burks, Paramount.

For the best achievement in costume design of a black-and-white production: "I'll Cry Tomorrow," Helen Rose, M-G-M.

For the best achievement in costume design of a color production: "Love Is a Many-Splendored Thing," Charles Le Maire, 20th Century-Fox.

For distinctive achievement in documentary production:

Short subjects -- "Men Against the Arctic," Walt Disney, producer.

Features -- "Helen Keller in Her Story," Nancy Hamilton, producer.

For the best achievement in film editing: "Picnic," Charles Nelson and William A. Lyon, Columbia.

Scientific and technical awards: National Carbon Company; Eastman Kodak Company; Farciot Edouart; Hal Corl and the Paramount transparency department; 20th Century-Fox and the Bausch and Lomb Co.; Walter Jolley, Maurice Larson and D.H. Spies of 20th Century Fox; Steve Krilanovich; Dave Anderson of 20th Century-Fox; Loren L. Ryder, Charles West, Henry Fraker and the Paramount Studios.

"Samurai," a Japanese picture presented by Homel Pictures, Inc., received the honorary foreign language award.

(more)

For the best achievement in the direction of a color
ction: "Picnic," William Flannery and Jo Nielsen, Columbia;

For the best achievement in cinematography of a black-and-
production: "The Rose Tattoo," James Wong Howe, Paramount.

For the best achievement in cinematography of a color
ction: "To Catch a Thief," Robert Burks, Paramount.

For the best achievement in costume design of a black-and-
production: "I'll Cry Tomorrow," Helen Rose, M-G-M.

For the best achievement in costume design of a color
ction: "Love Is a Many-Splendored Thing," Charles Le Maire,
Century-Fox

For distinctive achievement in documentary production:
Short subjects -- "Men Against the Arctic," Walt Disney, Prod-
Features -- "Helen Keller in Her Story," Nancy Hamilton, produce

For the best achievement in film editing: "Picnic,"
es Nelson and William A. Lyon, Columbia.

Scientific and technical awards: National Carbon Company;
an Kodak Company; Fairchild Equipment; Hal Corl and the Paramount
pacency department; 20th Century-Fox and the Beacon and Lee Jr.
r Jolley, Maurice Larsen and D.H. Spies of 20th Century Fox;
Krilanovich, Dave Anderson of 20th Century-Fox, Loren L. Ryan,
es West, Henry Fraker and the Paramount Studios

"Samurai," a Japanese picture presented by Nomai Pictures,
received the honorary foreign language award.

(mm)

The Academy board voted not to give any other honorary awards for 1955, including the Irving G. Thalberg Memorial award.

Claudette Colbert was mistress of ceremonies in New York and Jerry Lewis was emcee in Hollywood. The program was produced (for the Academy) by Robert Emmett Dolan and directed by George Seaton, president of the Academy; and, for NBC, William Kayden (in Hollywood) and Herb Braverman (in New York). William Bennington was the Hollywood director and Richard Schneider the New York director. The program was sponsored by the Oldsmobile Division of General Motors.

-----o-----

NBC-New York, 3/22/56

NBC TELEVISION NEWS
A SERVICE OF RCA

March 22, 1956

COLORCAST

'THE CRADLE SONG'

HELEN HAYES, JUDITH ANDERSON, SUSAN STRASBERG AND SIOBHAN McKENNA IN MAURICE EVANS COLORCAST PRODUCTION ON 'HALLMARK HALL OF FAME'

Helen Hayes, Judith Anderson, Susan Strasberg and Siobhan McKenna comprise a quartet of stars who will be seen in "Cradle Song," a Maurice Evans production on the HALLMARK HALL OF FAME Sunday, May 6 (NBC-TV, 4-5:30 p.m., EST).

In the 90-minute colorcast of "The Cradle Song," which is set in a Spanish convent, Miss Hayes will portray the Vicaress; Miss Anderson the Prioress; Miss Strasberg the part of the young girl Teresa, and Miss McKenna the role of Sister Joanna of the Cross. Anthony Franciosa will be seen as Antonio, to whom the girl is later affianced.

Miss Strasberg and Miss McKenna are currently appearing in two Broadway hits: "The Diary of Anne Frank" and "The Chalk Garden," respectively. Miss Anderson was last seen on TV in the "Producers' Showcase" colorcast of "Caesar and Cleopatra." Miss Hayes'recent TV appearances include "Springtime U.S.A." and the NBC-TV colorcast of "The Skin of Our Teeth," with Mary Martin. Mr. Franciosa is also a current Broadway player, in "A Hatful of Rain."

(more)

Maurice Evans, producer of the "Hallmark Hall of Fame" series, calls the upcoming program "a perfect cast in a perfect gem of a play." "The Cradle Song" was originally written in Spanish under the title of "Cancion de Cuna" by Gregorio and Maria Martinez Sierra, who were husband and wife. The year was 1911 and the premiere took place at the Teatro Lara, Madrid. The play established Martinez Sierra as a dramatist. He had earlier started as a poet, then switched to dramatic writing after a season with Benevente, idol of Spanish drama lovers and organizer of the Art Theatre in Madrid.

A decade later, Augustin Duncan gave a series of matinees of the play in English, which were politely, if not sensationally, received. It remained for Eva Le Gallienne's famed Civic Repertory Company to give the work a definitive production on Jan. 24, 1927, with Miss Le Gallienne as Teresa, Hardie Albright as Antonio and Leona Roberts as the Vicaress. The play remained a favorite in the repertory until the end of its existence. In 1933, it was filmed by Paramount with a cast including Dorothea Wieck, Evelyn Venable, Sir Guy Standing, Kent Taylor and Mischa Auer. An off-Broadway revival of the work is now current in New York by the Circle-in-the-Square players.

"The Cradle Song" is the poignant story of a baby girl who is left at the door of a convent in Spain. She is carefully reared under the supervision of the sisters until she is 18, when she announces her decision to marry Antonio, the young man of her choice, and go off into the world. Her leave-taking, though completely

(more)

understood by the nuns who love her, nevertheless leaves them with a touching sense of loss.

James Costigan is adapting the original English translation of John Garrett Underhill to television. George Schaefer will direct. Mildred Freed Alberg is associate producer. Joseph Cunneff is production supervisor. S. Mark Smith is editorial supervisor. Robert Hartung is associate to Mr. Schaefer. "The Cradle Song" costumes will be designed by Noel Taylor. Robert Wightman is doing the settings.

-----o-----

NBC-New York, 3/22/56

NBC
color television presents
SERVICE OF RCA
PRODUCERS' SHOWCASE

March 22, 1956

SCHOLASTIC TEACHER MAGAZINE CITES NBC'S UPCOMING
"BARRETTS OF WIMPOLE STREET" AS TYPE OF
PROGRAM "WE MUST ASSIGN AND TEACH"

Scholastic Teacher Magazine, one of the nation's leading publications in the education field, editorially discussing quality in television production in its March 22 issue, cites "The Barretts of Wimpole Street" as the type of program "we must assign and teach."

("The Barretts of Wimpole Street" -- starring Katharine Cornell -- produced, staged and adapted by Guthrie McClintic, is to be presented as a PRODUCERS' SHOWCASE production on NBC-TV, Monday, April 2, 8 to 9:30 p.m., EST. Also starring are Anthony Quayle, Henry Daniell and Nancy Coleman.)

In the editorial, "Point of View," Scholastic Teacher states: "Just what do the American people want on TV? Recently, two influential critics spoke out: '...For better or worse, the U.S. TV set owner prefers that his entertainment be reduced to the lowest common denominator, i.e., programming that's as uncomplicated as apple pie or ham and eggs.' -- George Rosen,

(more)

Variety (Feb. 29). And, editorially, in TV Guide (March 3): 'It remains to be seen whether NBC's latest enlightenment binge is going to be a popular, artistic or any other kind of success. It's a risky business, this shoving culture at a mass audience ... NBC deserves praise for scheduling the Shaw and Shakespeare, for gambling money and prestige on the theory that viewers want such fine fare.'"

And then Scholastic Magazine added its own view: "Culture on TV is in danger. To keep first-rate programming alive, we must assign and teach plays like 'The Barretts of Wimpole Street.'"

"The Barretts of Wimpole Street" marks Miss Cornell's dramatic debut on television, and with its presentation, she also observes her 25th anniversary as actress-manager -- a career she began in the same play.

The "Producers' Showcase" production, directed by Vincent J. Donehue, will be in color and in black and white.

-----o-----

NBC-New York, 3/22/56

'MR. WIZARD' REACHES FIFTH BIRTHDAY ON NBC-TV

- - -

Science Series for Children Won Big Following and Many Awards

MR. WIZARD, Don Herbert's award-winning science show for children, which began with a 14-station network in March, 1951, at the NBC studios in Chicago, this month celebrates its fifth year on NBC-TV with a 140-station network.

The program--now originating in New York every Saturday (5-5:30 p.m., EST) -- has an estimated viewing audience of three million children. The attraction is a 38-year old former teacher-actor who has the ability to bring the magic of science in everyday living to the level of a child's comprehension.

Herbert, a 1940 graduate of LaCrosse (Wis.) Teachers College, believes even young children are capable of absorbing complex scientific principles if they are properly presented. "When a child shows curiosity about what makes an airplane fly," he declares, "that child is ready for a simplified explanation of aerodynamics." All Herbert's explanations are illustrated with experiments employing familiar household objects.

Though "Mr. Wizard" has won 13 national awards (including the coveted Peabody) Herbert considers the mushrooming of his science clubs to be the best proof of the program's success. Today more than 100,000 youngsters are enrolled in some 5,000 Mr. Wizard Science Clubs throughout the nation.

-----o-----

NBC-New York, 3/22/56

MR. WIZARD' REACHES FIFTH BIRTHDAY OF [illegible]

[illegible] Series for Children Won Big Following and Many Awards

MR. WIZARD, Don Herbert's award-winning science show for [illegible], which began with a 16-station network [illegible], at the [illegible] in Chicago, this month celebrated its fifth year on [illegible] a 140-station network.

The program--now originating in New York [illegible] [illegible] p.m., EST) -- has an estimated viewing audience of three [illegible] children. The attraction is a 35-year-old former teacher who has the ability to bring the magic of science to everyday [illegible] the level of a child's comprehension.

Herbert, a 1950 graduate of LaCrosse (Wis.) Teachers College, [illegible] even young children are capable of absorbing complex [illegible] principles if they are properly presented. When a child [illegible] about what makes an airplane [illegible] he declares, "that [illegible] for a simplified explanation of aerodynamics." All [illegible]'s explanations are illustrated with experiments employing [illegible] household objects.

Though "Mr. Wizard" has won 13 national awards (including [illegible] Peabody) Herbert considers the [illegible] of his [illegible] to be the best proof of the program's success. Today more than [illegible] youngsters are enrolled in some 5,000 Mr. Wizard Science Clubs [illegible] the nation.

[illegible]

NBC MUSIC NEWS
A SERVICE OF RCA

EIGHT TOP ARTISTS SIGNED FOR NBC OPERA COMPANY'S TOUR

Eight outstanding artists have been signed to sing principal roles in the tour of the NBC Opera Company, starting Oct. 15, producer Samuel Chotzinoff announced. Frances Bible, Adelaide Bishop, Walter Cassel, Phyllis Curtin, Edith Evans, Ralph Herbert, Elaine Malbin and Emile Renan are the artists so far selected to appear in Mozart's "The Marriage of Figaro" and Puccini's "Madam Butterfly."

These singers were chosen from the lists of NBC Television Opera singers, the Metropolitan Opera and the New York City Center. Other artists will be added to this list for the tour of 50 cities, from Oct. 15 through Dec. 15. Peter Herman Adler will be chief conductor, with an additional staff of conductors to be announced soon.

The artists will be introduced on the air at the conclusion of the colorcast of "The Trial at Rouen" on NBC-TV, April 8 (4:00-5:30 p.m., EST) by Chandler Cowles, general manager of the NBC Opera Company.

-----o-----

NBC-New York, 3/23/56

CREDITS FOR 'PAUL WINCHELL AND JERRY MAHONEY SHOW' ON NBC-TV

TIME:	NBC-TV, Saturdays, 12 noon to 12:30 p.m., EST.
STARS:	Paul Winchell and Jerry Mahoney (also--Knucklehead Smiff--Jerry's fellow dummy).
FORMAT:	Variety show, slanted especially for teenagers. Weekly guests will include recording stars and rock-and-roll dancers.
PRODUCER:	Hudson Faussett.
DIRECTOR:	Craig Allen.
WRITERS:	Carl Jampel and Paul Winchell.
MUSIC BY:	Milton Delugg and his orchestra.
ASSOCIATE DIRECTOR:	Dick Gillaspy.
TECHNICAL DIRECTOR:	Jack Irving.
ANNOUNCER:	Fred Collins.
UNIT MANAGER:	Clem Egolf.
SPONSOR:	Sweets Company of America, Inc., for Tootsie Roll products.
AGENCY:	Moselle & Eisen.
ORIGINAL STARTING DATE ON TV:	Nov. 20, 1954
ORIGINATION:	New York.
NBC PRESS REPRESENTATIVE:	Bob Goldwater, New York.

-----o-----

NBC-New York, 3/23/56

NBC TRADE NEWS
A SERVICE OF RCA

March 26, 1956

NBC COLOR TELECAST SCHEDULE

APRIL 1 - 6

Monday, April 2

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "Singer in the Valley," the first of six full-hour dramas to be presented jointly in cooperation with Lutheran Church groups.

5:30-6:00 p.m., EST -- HOWDY DOODY.

8:00-9:30 p.m., EST -- PRODUCERS' SHOWCASE -- "The Barretts of Wimpole Street," the love story of the 19th Century English poets, Elizabeth Barrett and Robert Browning. Starring Katharine Cornell, in her most famous role and Anthony Quayle, Henry Daniell and Nancy Coleman; with Margalo Gillmore and Brenda Forbes.

Tuesday, April 3

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The Heart of a Husband."

5:30-6:00 p.m., EST -- HOWDY DOODY.

8:00-9:00 p.m., EST -- MILTON BERLE SHOW -- First colorcast from aboard a ship is presented when Berle originates tonight's show from the Navy Carrier Hancock anchored at the Naval Air Station in North Island, Calif. Guest stars will be Esther Williams, Harry James and his orchestra with drummer Buddy Rich, and Arnold Stang.

(more)

Wednesday, April 4

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "From the Desk of Margaret Tydings."

5:30-6:00 p.m., EST -- HOWDY DOODY.

Thursday, April 5

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "But You Look Like Sisters."

5:30-6:00 p.m., EST -- HOWDY DOODY.

Friday, April 6

3:00-4:00 p.m., EST -- NBC MATINEE THEATER -- "The House of Seven Gables," Elihu Winer's adaptation of Nathaniel Hawthorne's classic story. Starring Agnes Moorehead.

5:30-6:00 p.m., EST -- HOWDY DOODY.

* * *

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	8:55 - 9:00 a.m.	-- WRCA-TV WINDOW
	9:20 - 9:40 a.m.	-- JOSIE'S KITCHEN
	9:55 - 10:00 a.m.	-- WRCA-TV WINDOW
through	2:50 - 3:00 p.m.	-- JINX'S DIARY
	6:45 - 6:50 p.m.	-- TEX ANTOINE
Friday	11:10 - 11:15 p.m.	-- TEX ANTOINE

-----o-----

NBC-New York, 3/26/56

[illegible]

[illegible] p.m., EST -- NBC [illegible] -- "From the Desk of Margaret Tydings."

[illegible] p.m., EST -- HONEY [illegible].

[illegible]

[illegible] p.m., EST -- NBC MATINEE THEATER -- "[illegible] Mistress."

[illegible] p.m., EST -- HONEY [illegible].

[illegible]

[illegible] p.m., EST -- NBC MATINEE THEATER -- "The [illegible] of Seven Gables," Elina Nimoy's adaptation of Nathaniel Hawthorne's classic story. Starring [illegible].

[illegible] p.m., EST -- HONEY [illegible].

* * *

[illegible]

[illegible]	[illegible] -- [illegible]
	[illegible] -- [illegible]
	[illegible] -- [illegible]
[illegible]	[illegible] -- [illegible]
	[illegible] -- [illegible]
[illegible]	[illegible] -- [illegible]

[illegible]

THE REV. BILLY GRAHAM TO BE HEARD ON SUNDAY NIGHT NBC RADIO SERIES, 'HOUR OF DECISION'

The Rev. Billy Graham will be heard on the NBC Radio Network in a Sunday evening program series, "Hour of Decision," starting April 22 (10-10:30 p.m., EST), it was announced Friday (March 23) by Charles T. Ayres, Vice President in charge of the NBC Radio Network.

"Hour of Decision" will be sponsored by the Walter F. Bennett Company and will feature the minister and his evangelical group.

Mr. Graham recently completed a tour of India and other Asian countries. In the United States, his appearances in various cities are sponsored by local Councils of Churches.

-----o-----

NBC-New York, 3/26/56

NBC TRADE NEWS
A SERVICE OF RCA

March 27, 1956

COLORCAST

SIDNEY HOWARD'S "DODSWORTH" TO BE COLORCAST MONDAY, APRIL 30
WITH FREDRIC MARCH AND CLAIRE TREVOR AS STARS;
ALEX SEGAL TO PRODUCE AND DIRECT DRAMA

Fredric March and Claire Trevor, two of filmdom's most popular talents, will star in a live colorcast of Sidney Howard's "Dodsworth" on NBC-TV's PRODUCERS' SHOWCASE Monday, April 30 (8-9:30 p.m., EDT). Howard, the late Pulitzer Prize dramatist, had based his play on the best-selling novel of Sinclair Lewis, a Nobel Prize winner.

March will portray Sam Dodsworth and Miss Trevor will play his wife, Fran. Alex Segal, one of television's best known personalities, will be guest producer. He will also direct the production, his first for the "Producers' Showcase" series.

The play was originally selected as one of the Ten Best of the 1933-34 Broadway season, in Burns Mantle's annual collection. Walter Huston originally created the character of Sam Dodsworth in

(more)

the Max Gordon production. Fay Bainter played his wife. Wrote Mr. Mantle: "'Dodsworth' crystallized the season's prevailing sentiment. It combined homeliness of subject and the character honesty of the best plays of the year. It, too, was cheered -- even more vigorously than any of the others." It had 315 profitable performances.

In 1936, Samuel Goldwyn produced a film version for United Artists, with Walter Huston in his original role and with Ruth Chatterton as Mrs. Dodsworth. Sidney Howard wrote his own screenplay.

"Dodsworth" tells the recognizably human story of an automobile tycoon, Sam Dodsworth, who at the urging of his socially ambitious wife, Fran, takes her on a luxury trip to Europe. An essentially shallow, snobbish, selfish woman, Fran Dodsworth is grimly determined to become a complete European and negate her provincial American origins. While doing so, she becomes prey to duplicitous "Continental types" interested only in her wealth. Sam, hurt and lonely, finds rewarding companionship in the company of beautiful and understanding Edith Cortwright. His plans for a happy future are suddenly thwarted when Fran, jilted and panicky, tries to reclaim him for her own security.

"Dodsworth" will originate on the West Coast in NBC Color City, Burbank, Calif. David Shaw is adapting the Sidney Howard play to TV. Otis Riggs is designing the settings.

"Producers' Showcase" is supervised by Donald Davis and Dorothy Mathews. Andrew McCullough is associate supervisor. Musical composer and conductor is George Bassman. Dean Martin is associate director.

"Dodsworth" follows another outstanding "Producers' Showcase' colorcast, "The Barretts of Wimpole Street," which stars Katharine Cornell, in her dramatic TV debut on Monday, April 2 (8-9:30 p.m., EST).

-----o----- NBC-New York, 3/27/56

NBC TRADE NEWS
A SERVICE OF RCA

March 28, 1956

WOMEN CONVENTION DELEGATES (ONE DEMOCRAT, ONE REPUBLICAN)
WILL AID COVERAGE OF ENTIRE CAMPAIGN BY NBC-TV'S "HOME"

What is required of a woman delegate to a national political party convention? NBC-TV's HOME will answer this and other questions concerning the Republican and Democratic National Conventions this coming Summer during a special series now being prepared in cooperation with the national committees of each party.

During June, "Home" will select two female delegates, one a Democrat from the West Coast and the other a Republican from the East Coast who will each represent their states at their respective party conventions in August.

Through these two delegates, viewers will be shown typical activities of women in politics. During "live" guest appearances,

(more)

CREDIT WHERE IT IS DUE

Cast details and credits for "The Barretts of Wimpole Street," starring Katharine Cornell in the "Producers' Showcase" colorcast of Monday, April 2 (NBC-TV, 8 to 9:30 p.m., EST) are included in this mailing. For your convenience and ready identification, the facts are listed on yellow-tinted paper.

films and remote telecasts, "Home" will follow their story from the time they are elected as delegates. Viewers will watch them campaigning in their local areas, reveal the effect on their families and show their other political activities both preceding, during and after the conventions through the entire campaign.

In addition, "Home" will telecast directly for two days from each of the two party convention cities -- Chicago and San Francisco -- during the weeks of Aug. 13 and 20. Arlene Francis, Hugh Downs and other editors of the program will report "on the scene" and, together with "Home's" two special delegates, will interview prominent personalities active in the conventions and report political news "as it happens."

Following the election, the producers of "Home" will present kinescopes of this study of "Women in Politics" to the two major political parties.

-----o-----

NBC-New York, 3/28/56

CAST, CREDITS, SCENE SYNOPSIS FOR "THE BARRETTS OF WIMPOLE STREET"
STARRING KATHARINE CORNELL ON "PRODUCERS' SHOWCASE" COLORCAST
MONDAY, APRIL 2 (NBC-TV, 8-9:30 P.M., EST)

CAST

Elizabeth Barrett Moulton-Barrett.....KATHARINE CORNELL
Robert Browning.....ANTHONY QUAYLE
Edward Moulton-Barrett.....HENRY DANIELL
Henrietta Moulton-Barrett.....NANCY COLEMAN
Arabel Moulton-Barrett.....Margalo Gillmore
Wilson.....Brenda Forbes
Octavius Moulton-Barrett.....Donald Harron
Dr. Chambers.....Geoffrey Lumb
Capt. Surtees Cook.....Edward Hunt
Bella Hedley.....Lisa Daniels
Dr. Ford-Waterlow.....William Podmore
Alfred Moulton-Barrett.....Charles Macaulay
Charles Moulton-Barrett.....Charles Forsythe
Henry Moulton-Barrett.....Rhoderick Walker
George Moulton-Barrett.....Kendall Clark
Septimus Moulton-Barrett.....John Morley
Flush.....Tamsen

(more)

, CREDITS, SCENE SYNOPSIS FOR "THE PARAETTE OF MINFOLD STREET"
OWERING KATHARINE CONNELL ON "PRODUCERS' SHOWCASE" COLONCAST
MONDAY, APRIL 4 (NBC-TV, 8-9:30 P.M., EST)

CAST

Elizabeth Barrett Moulton-Barrett.....KATHARINE CONNELL
Robert Browning.....ANTHONY QUAYLE
Edward Moulton-Barrett.....HENRY DANIELL
Henrietta Moulton-Barrett.....NANCY COLEMAN
Arabel Moulton-Barrett.....Margaret Gillmore
Wilson.....Brenda Forbes
Octavius Moulton-Barrett.....Donald Barron
Mr. Chambers.....Geoffrey Lamb
Capt. Surtees Cook.....Edward Hart
Cecilia Bailey.....Lina Daniels
Mr. Ford-Waterlow.....William Fodmore
Alfred Moulton-Barrett.....Charles Dempsey
Charles Moulton-Barrett.....Charles Forsythe
Henry Moulton-Barrett.....Frederick Walker
George Moulton-Barrett.....Randall Clark
Septimus Moulton-Barrett.....John Marley
Flush.....Tamsen

(more)

PRODUCTION CREDITS

Author.....RUDOLF BESIER

Produced, staged and adapted by.....GUTHRIE McCLINTIC

Directed for TV by.....VINCENT J. DONEHUE

Production Executive.....ANDREW McCULLOUGH

Music composed and conducted by.....GEORGE BASSMAN

Unit Manager.....PERRY CROSS

Settings.....OTIS RIGGS

Costumes.....JEROME BOXHORN

Make-up.....RICHARD SMITH

Hair Stylist.....ERNEST ADLER

Casting Director.....JOAN MacDONALD

Associate Director.....DEAN WHITMORE

Production Stage Manager.....GEORGE LAWRENCE

Technical Director.....JACK COFFEY

Lighting.....JACK FITZPATRICK

Audio.....FRED CHRISTIE

Video.....RAY ROBBINS

Consultant to Mr. Donehue.....ELLEN VIOLETT

Production Assistant.....EDITH HAMLIN

Sponsors.....THE FORD MOTOR COMPANY
and RCA VICTOR

Agency.....KENYON AND ECKHARDT

Origination.....NBC COLONIAL THEATRE,
NEW YORK

NBC Press Representative, New York.....ALEC S. NYARY

(more)

PRODUCTION CREDITS

[illegible] ..... RUDOLF [illegible]

[illegible]oduced, staged and adapted by ..... GUTHRIE McCLINTIC

[illegible]irected for TV by ..... VINCENT J. DONEHUE

[illegible]oduction Executive ..... [illegible]

[illegible] composed and conducted by ..... GEORGE [illegible]

[illegible]ic Manager ..... PERRY CROSS

[illegible]ettings ..... [illegible]

[illegible]ostumes ..... [illegible]

[illegible]ake-up ..... [illegible]

[illegible]ir Stylist ..... [illegible]

[illegible]ating Director ..... JOAN [illegible]

[illegible]ssociate Director ..... [illegible]

[illegible]roduction Stage Manager ..... [illegible]

[illegible]ehnical Director ..... JACK [illegible]

[illegible]igating ..... [illegible]

[illegible]udio ..... [illegible]

[illegible]ides ..... [illegible]

[illegible]ssultant [illegible] ..... [illegible]

[illegible]roduction Assistant ..... [illegible]

[illegible]ponsors ..... [illegible]

and [illegible]

[illegible]gency ..... [illegible]

[illegible]ignation ..... [illegible]

[illegible]

[illegible] Press Representative ..... [illegible]

SYNOPSIS OF SCENES

Act I

Scene 1 - Outside 50 Wimpole St., London, England, May 19, 1845.

2 - The bed-sitting room of Elizabeth Barrett.

3 - The hallway

4 - Elizabeth's room

Act II

Scene 1 - Elizabeth's room

2 - The hall landing

3 - Elizabeth's room

Act III

Scene 1 - Elizabeth's room

-----o-----

NBC-New York, 3/28/56

NBC FEATURE
A SERVICE OF RCA

March 28, 1956

'ETERNAL LIGHT' PASSES 500TH BROADCAST

"We have tried to do what Rembrandt sought to do in his portrait of Moses -- bring out the light of the soul, the spark of God in man."

Judge Edgar J. Nathan, Justice of the New York State Supreme Court and chairman of the "Eternal Light" Committee, spoke of the NBC Radio program in those terms on the occasion of its 501st broadcast last Sunday (March 25). The series is produced by NBC in cooperation with the Jewish Theological Seminary of America.

On Sunday, April 1 (12:30 p.m., EST), the program will mark the centennial of the birth of Woodrow Wilson. Marion Voigt's script is a dramatic interpretation of Wilson's political life as seen through the eyes of a typical American "practical man," and shows how Wilson kept to his ideals in spite of the many problems that faced him. Governor Robert J. Meyner of New Jersey will speak briefly at the close of the drama.

(more)

To tell stories of men and women who have served their fellowman, their community and the nation has been the central objective of this program since its start. Emphasis has been on nobility of character and religious import.

"In the 500 scripts representing these 13 years of broadcasting, the Jewish Theological Seminary of America has attempted to fulfill the opportunity given it by NBC," Judge Nathan said. "Through this program it has sought to translate the ideals and precepts of Judaism in a series of specific dramatizations designed to be understood and appreciated by Americans of all faiths."

Davidson Taylor, NBC Vice President in charge of Public Affairs, sees the programs as week after week "dedicated to the fundamental truth that men are united in the Fatherhood of God."

"The universal appeal of these programs -- ethical and moral problems as well as religious lessons of hope and faith," he said, "have won distinction and brought inspiration to the entire American community. The fine character, the high purpose for which this program was created have been steadily upheld through these 500 programs. The prayerful leadership of the seminary faculty and the profound interpretation of their ideals by writers of the many and varied scripts have left a mark on the spiritual life of our nation."

The series began Oct. 8, 1944.

-----o-----

NBC-New York, 3/28/56

March 28, 1956

POLITICAL SPOTLIGHT ON ILLINOIS AND WISCONSIN PRIMARIES

NBC News will present DATELINE: ILLINOIS AND WISCONSIN, the third in a series of close-ups of the outstanding state primaries, POLITICS AND PRIMARIES -- on Tuesday, April 3 (NBC Radio, 9:05-10 p.m., EST).

The program will include on-the-scene interviews made in both states by Herb Kaplow, narrator of the series, and Jack Chancellor of NBC News, Chicago. Farm interviews will be featured, since the explosive farm issue dominates voter interest in both states. In addition, political and state leaders from both major parties will be heard. Part of the program will be devoted to an advance look at the Illinois primary, which falls on April 10, with the remainder consisting of background and returns of the Wisconsin voting, which takes place April 3.

March 23, 1968

POLITICAL SPOTLIGHT ON ILLINOIS AND WISCONSIN PRIMARIES

NBC News will present DATELINE: ILLINOIS AND WISCONSIN, which is a series of close-ups of the outstanding state states, POLITICS AND PRIMARIES -- on Tuesday, April 9 (NBC 6, 9:05-10 p.m., EST).

The program will include on-the-scene interviews made with states by Herb Kaplow, narrator of the series, and Jack Mueller of NBC News, Chicago. Farm interviews will be made, since the explosive farm issue dominates voters interest both states. In addition, political and state leaders from major parties will be heard. Part of the program will be filed as an advance look at the Illinois primary, which falls April 10, with the remainder consisting of background and some of the Wisconsin voting, which takes place April 9.

NBC TRADE NEWS
A SERVICE OF RCA

March 29, 1956

Attention, Sports Editors

'NATIONAL BOWLING CHAMPIONS' WILL BE SEEN IN ACTION
ON NEW SHOW TO BE TELECAST LIVE FROM CHICAGO

- - -

White Owl Cigars to Be Alternate Sponsor

NATIONAL BOWLING CHAMPIONS will be televised in action by NBC-TV in a new network sports program starting Sunday, April 8 (10:30 to 11 p.m., EST).

The program will be sponsored on alternate weeks by White Owl Cigars. Young & Rubicam, Inc., is the agency.

"National Bowling Champions" will originate live from the Faetz & Niesen Bowl in Chicago. Part of the second game and the entire third game of a three-game head-to-head match will be televised. The announcer will be "Whispering" Joe Wilson, a veteran sports commentator.

Ned Day of Milwaukee will compete against Buddy Bomar of Chicago in the first match. Both are former U.S. match-game champions and together they have won the U.S. doubles championship.

The weekly match winner will return the following Sunday to face another challenger. On Sunday, April 15, Buzz Fazio of

(more)

Detroit, present American Bowling Congress Masters champion, will oppose the winner of the Day-Bomar match.

In addition, the victor will receive a cash prize of $1 for each pin knocked down. The sponsor also will give $10 per pin for every pin over 700 for the three-game series and a $10,000 prize for rolling a perfect game on camera.

The "National Bowling Champions" program is packaged by Matt Niesen, owner of the Faetz & Niesen Bowl, who has been producing local bowling telecasts in Chicago over NBC Station WNBQ since November, 1953. Paul Robinson will be the director.

-----o-----

NBC-New York, 3/29/56

a present American Bowling Congress Masters champion, will be winner of the Jay-Cooper match.

In addition, the winner will receive a cash prize of $1,000 plus another dime. The sponsor also will give his partner a car over 100 for his showmanship having won a lot, or rolling a perfect game on camera.

The "National Bowling Championship" program is produced by Jason, owner of the Metro A Bitter Bowl, who has been producing bowling telecasts in Chicago over WBBM since 1953. Paul Patterson will be the director.

MSS-Ron York, 3/22/70

NBC color television presents
A MAX LIEBMAN PRODUCTION

MAX LIEBMAN PRESENTS 'MARCO POLO'

ALFRED DRAKE AND DORETTA MORROW TEAMED FOR SPECTACULAR WITH SCORE BASED ON MUSIC OF RIMSKY-KORSAKOV

- - -

Beatrice Kraft and Jerome Kilty Featured in Colorcast

Alfred Drake and Doretta Morrow will be teamed in an adventuresome, romantic musical on Saturday, April 14 when MAX LIEBMAN PRESENTS 'MARCO POLO,' a 90-minute color Spectacular on NBC-TV (9 to 10:30 p.m., EST).

Exotic dancer Beatrice Kraft and the young actor Jerome Kilty will be two other featured members of the cast. Drake, Miss Morrow and Miss Kraft last appeared together in the Broadway musical "Kismet." Kilty was most recently seen on Broadway in the Lunt and Fontanne play "Quadrille."

The musical score for "Marco Polo," written by Clay Warnick and Mel Pahl is based on the works of the composer Rimsky-Korsakov. The book is by William Friedberg and Neil Simon.

Alfred Drake previously appeared on the "Max Liebman Presents" series during the 1954-55 season when he starred in "Naughty Marietta." Beatrice Kraft appeared during the same season in "The Merry Widow."

-----o-----

NBC-New York, 3/29/56

NBC TRADE NEWS
A SERVICE OF RCA

March 29, 1956

SLENDERELLA INTERNATIONAL TO SPONSOR TWO 30-MINUTE RADIO PROGRAMS ON KELLY-RAINIER WEDDING

Slenderella International has purchased two special 30-minute programs highlighting the Grace Kelly-Prince Rainier III wedding activities in Monaco, it was announced today by Fred Horton, Director of Sales for NBC Radio.

The programs will be broadcast on the network April 18 and April 19 in evening time periods to be determined, and will be direct on-the-spot reports from Monaco by NBC's Jinx Falkenburg, Robert Hecox and others. In addition, Eloise English, Executive Vice President of Slenderella, will provide some fashion commentary. NBC newsman Chet Huntley will narrate both programs.

Management Associates of Connecticut, Inc., is the advertising agency for Slenderella International.

In addition to these special programs, NBC Radio's Monday-through-Friday "Weekday" is providing listeners with complete coverage of the Monaco activities four weeks prior to the April 18 and 19 wedding dates. Bourjois, Inc., is sponsoring 25 one-minute announcements adjacent to the April 16, 17, 18 and 19 "Weekday" coverage.

-----o-----

March 20, 1[illegible]

[illegible] INTERNATIONAL IN SCHOOL AND [illegible]-HOUSE RADIO PROGRAMS AS PART-TIMING [illegible]

[illegible] International has announced two special [illegible] program highlighting the [illegible] activities in Mexico. If the [illegible] of Jesus Ibe [illegible].

The program will be presented at the [illegible] 12 [illegible] 12 to 1 showing like [illegible] to be [illegible], and will be [illegible] [illegible] reports from Mexico by [illegible] Jim [illegible], [illegible] [illegible]. In addition, [illegible] [illegible], [illegible] [illegible] [illegible], will [illegible] [illegible] [illegible] [illegible] [illegible] will [illegible] [illegible] [illegible].

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

In addition to [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] "[illegible]" is [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]